MELISSA ROXAS Sad souvenirs of her six-day captivity with four analgesic patches

2-day job fair opens today at Robinsons Place Manila, Orosa Atrium, Malate

JOB LIBRE CAREER EXPO2009

ACROSS / A17

GMA orders stop to offensives against MILF

PHILIPPINE DAILY
INQUIRER
BALANCED NEWS, FEARLESS VIEWS

Friday, July 24, 2009 ★ Vol. 24 / No. 216

Cory serene as Pope letter read to her

By Fe Zamora and Tina G. Santos

THE CANCER-STRICKEN CORAZON Aquino was serene as she listened to her grandson read a message from Pope Benedict XVI expressing "spiritual closeness" with her in her suffering.

The Pope conveyed his concern for the 76-year-old former President through a message that was sent yesterday morning by the Vatican secretary of state, Cardinal Tarcisio Bertone, to Archbishop Edward Joseph Adams, the Vatican envoy

CORY/ A10

Fil-Am names torturers

At hearing, Roxas mentions 'RC,' 'Dex,' 'Rose,' 'James,' 'Boss'

By Nikko Dizon

THE FILIPINO-AMERICAN ACTIVIST WHO returned from the United States to back her claim of having been abducted and tortured by state agents named her tormentors at a public hearing conducted yesterday by the Commission on Human Rights (CHR).

For five hours marked by a couple of short breaks, Melissa Roxas, 33, detailed a six-day ordeal in May, mentioning "RC," "Dex," "Rose," "James," and a man whom they referred to obscurely as "Boss" or "Sir."

Roxas, a member of the US chapter of the militant Bagong Alyansang Makabayan (Bayan-USA) and of the Los Angeles-based cultural group Habi Arts, occasionally took long pauses before answering a question, as if gathering courage. At times her voice cracked, or trailed off.

But she said with certainty that she would be able to tag those if they meet again.

She said that while she was blindfolded for the most part of her captivity, she had managed to "cheat the blindfold" by peering through the cloth and was thus able to see the profiles of Rose and RC.

CHR Chair Leila de Lima told reporters after the hearing that the commission would conduct a closed-door session with Roxas today for the purpose of drawing up sketches of the purported torturers.

"The names could possibly be only pseudonyms. They don't even have last names. But we

FIL-AMERICAN/ A11

SONA BOOM The Quezon City police conduct a bomb drill at the Batasan complex in Quezon City as part of the security preparation for the final State of the Nation Address of President Arroyo on Monday, July 27. Ms. Arroyo's aides say that the theme of her farewell Sona revolves around legacy to include her accomplishments and aspirations to strengthen political institutions and to put forward an economic resiliency plan. MARK JAVIER

GSIS chief cleared of graft over Luna's 'Parisian Life'

By Dona Pazzibugan and Michaelle V. Basa

THE COURT OF APPEALS (CA) has cleared Government Service Insurance System (GSIS) president Winston Garcia and nine other officials of probable guilt for the purchase of three Juan Luna and Fernando Amorsolo paintings for P53.3 million, which the Commission on Audit had found to be excessive.

The appellate court's Fourth Division upheld the Ombudsman's ruling in favor of the GSIS, and denied the appeal filed by former GSIS lawyers Albert Velasco and Mario Molina and Ferdinand Gaite, president of the government employees' group Courage.

The justices said the complainants had failed to present convincing arguments.

"The very short discussion offered by the petitioners ... obviously and definitely lacks specificity to warrant the reversal of the Ombudsman[']s ruling[,]" said the court's decision penned

GSIS CHIEF/ A6

President's men hit hard at ex-DND chief

By Jocelyn R. Uy, Christian V. Esguerra and Michael Lim Ubac

IT'S ALL "HALLUCINATION."

Administration stalwarts came down hard yesterday on former Defense Secretary Avelino Cruz for saying that President Macapagal-Arroyo planned to remain in power beyond the end of her term next year and for urging soldiers to disobey unlawful orders.

Interior Secretary Ronaldo Puno said he was wondering what Cruz had experienced as Ms Arroyo's defense secretary that he was now having "hallucinations."

"He is now seeking for a presidential candidate. He should confine his comments to politics and stop talking about things he knows are really not true," Puno told reporters at Camp Crame.

Taking cue from its uniform, not to obey their lawful superiors is a matter of wishful thinking. There are no illegal orders ... there is hallucination," said Puno, who was guest speaker at the launch of the national firearms-control program.

In a speech at the Integrated Bar of the Philippines on Wednesday, Cruz warned about a "disturbing pattern" showing

PRESIDENT'S A4

Puno on Sona boycott: You'll miss great speech

By Jocelyn R. Uy

TOO BAD THEY'RE GOING TO miss a great speech.

Interior Secretary Ronaldo Puno had this to say of senators and representatives planning to skip President Macapagal-Arroyo's farewell State of the Nation Address (Sona) on Monday.

He also said that the nation would realize what a "great country" the Philippines had become on hearing from Ms Arroyo the accomplishments of her term.

These will include the kilometers of roads and number of bridges built, the tourists that visited the country, the jobs created, the increase in household

PUNO/ A10

9 YEARS OF GMA: A REVIEW

'Mixed' record: A few hits here, a few misses there

By Cayetano Paderanga Jr.

THE MACROECONOMIC record of the Arroyo administration can probably be best described as "mixed." A few hits here, a few misses there.

The following article must be taken as a summary that one hopes could serve as synopsis for the next administration.

The best claim the administration could make for the last eight years would be the faster growth of output (the gross domestic product).

From a compounded annual average of 2.45 percent in the 1990s, the growth rate has increased to an average of 4.28 percent.

There are issues about the actual level of this growth—where it came from and how much government policies were responsible for its emergence.

Nevertheless, the general impression over the past few years is still that the Philippines is now on a higher growth track.

A systematic search for the causes of this higher growth rate reveals the critical importance of the remittances of overseas Filipino workers (OFWs).

Examining the sectors that grew and considering the absence of complementary growth in some of the most likely sources of growth like investment and exports lead to the conclusion that the growth over the past decade has primarily been service-oriented and consumption-led.

Looking further for the source of the underlying support for this consumption leads us to remittances as the ultimate source of the economy's growth and resilience during this period.

However, there's the glaring absence of investments and exports—the traditional en-

MIXED/ A6

Employment record: Good, bad and ugly

By Tonyo Africa

PRESIDENT MACAPAGAL-Arroyo has not been remiss in pointing to employment as one of the main no-hot issues, along with poverty, health and education, in her State of the Nation Addresses (Sonas) since 2001.

However, the Arroyo administration's scorecard in employment has been mixed—with a few "good" grades, some "bad" ones and some "ugly" marks.

- The target of nine million additional jobs has been met several times since 2006. The job increases in January (1.3 million) and April 2007 (1 million) could be due to the campaign activities for the general elections in May that year.

From July 2008 to April 2009 there was evidence from the Labor Force Survey that on

EMPLOYMENT/ A6

Editor's Note

ON THE OCCASION OF THE ostensibly final State of the Nation Address of President Macapagal-Arroyo on July 27, the Inquirer presents this review of her governance which runs into its ninth year by the time she steps down from office next year, the longest-serving Filipino leader next to Ferdinand Marcos.

The judgment of history is still out. So, still the Inquirer invites—which covers the economy, peace and order, human rights, justice system, education, health and environment—the first draft of that history.

Budget unbalanced, injustice in tax policy

By Carlos F. Halili

RIGHTLY OR WRONGLY, SOME quarters cite management of government finances as one bright spot in the current administration's economic scorecard.

As if to reflect its top priority, balancing the budget was the top item in President Macapagal-Arroyo's 10-point agenda that she proclaimed early in her administration. It was the "E" in the agenda's "BEAT THE ODDS" mnemonic.

A balanced budget, however, proved to be a moving target. Originally set for 2008, its attainment had to be moved to 2010—and even that, under current circumstances, is a pie in the sky.

The passage of the expanded VAT ("reformed VAT" or RVAT) law in 2005 has often been mentioned by some quar-

BUDGET/ A6

WEATHER FORECAST

TODAY

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No more evidence vs Lucio Tan

Sandigan says it can't wait 'forever' for gov't witnesses

By Philip C. Tubeza

SAYING IT COULD NOT WAIT "FOREVER," THE SANDIganbayan has shut the door to any more evidence the government had promised to present in a P51-billion Marcos ill-gotten wealth case involving assets of businessman Lucio Tan.

In a nine-page resolution dated July 20, the antigraft court's Fifth Division denied with finality a motion for reconsideration filed by the Office of the Solicitor General seeking to set aside the court's April 23 decision which ended the prosecution of government evidence in Civil Case No. 0033.

The court noted that it had granted the government's "repeated requests" for cancellation of hearings in the 22-year-old case despite protests from the defendants.

It can't linger

"This Court cannot forever be waiting for the plaintiff to present all its witnesses. There comes a point where the case should be put to rest and not be allowed to linger in its docket with no end in sight," said the ruling penned by Justice Ma. Cristina Cortes-Estrada.

The Fifth Division's two other associate justices—Roland B. Jurado and Napoleon E. Inoturan—concurred.

Respondents in the lawsuit are the Marcos estate, former first lady Imelda Marcos, former Central Bank governor Gregorio Licaros and former Philippine National Bank president Braulio Dominguez, both deceased, and others.

The Marcos family has alleged that many of Tan's assets actually belonged to the late President Ferdinand Marcos but where Tan held shares in trust.

17 extensions

The resolution noted that between May 16, 2006, and April 23, 2009, the court granted no less than 17 extensions for government lawyers to complete their presentation.

The court's patience ran out on April 23 after Solicitor Manolito Elnagzo, who took over the case just a few weeks before, failed to present a single witness.

In open court, Cortes-Estrada refused to grant another extension and ordered the government lawyers to submit their formal offer of evidence.

"The Court has warned the plaintiff to be ready with all of its witnesses. It clearly appears from the record that the plaintiff has established a pattern of continuously asking for postponement of hearings on the grounds for witnesses are not available," the resolution said.

The government is seeking P51 billion in damages and 39 billion in legal expenses from the defendants, on top of the confiscation of any assets the Sandiganbayan may declare as part of their unlawfully acquired wealth.

Without this Court it of the belief that all efforts must be exerted to recover ill-gotten wealth amassed by the Marcos regime and to protect the interest of the people through orders of sequestration or freezing of assets or accounts, this, however, should not violate the right of defendants to a speedy disposition of this case," the Sandiganbayan said.

Danding: It's Chiz or Loren for NPC

By Doris C. Dumlao

WHOEVER BETWEEN SENATORS FRANcis "Chiz" Escudero and Loren Legarda has the higher popularity rating by the time the Nationalist People's Coalition elevates its standard-bearer will be the party's presidential candidate, according to party chairman emeritus Eduardo "Danding" Cojuangco Jr.

Speaking to reporters after the annual stockholders meeting of San Miguel Corp. which he chairs, the 74-year-old Cojuangco said yesterday he believed that there would be presidential elections in 2010, that President Maria Gloria Macapagal-Arroyo was not a lead-or and that NPC's standard-bearer would be in fact a run-up between the two senators as no other party members had indicated willingness to run for the highest post.

"Whoever you want to put first is immaterial to me. The agreement is, on the day of choosing, whoever has the higher rating will take the number one position and the other one will hopefully accept the vice presidential position," said Cojuangco.

He could not say when the day of reckoning would be, noting, however, that Escudero would not declare himself a candidate until Oct. 18, when he turned 40.

Asked about his nephew Defense Secretary Gilberto "Gibo" Teodoro, who has signified an intention to run for president and who has left the NPC, Cojuangco said, "If he feels he has got a better future with another group, why should I prevent him from doing that?"

Cojuangco shrugged off concerns that there could be elections in 2010. Although he himself was in favor of a shift to a parliamentary system which required amending the Constitution, he said, such a shift would not be possible before 2010.

Despite President Macapagal-Arroyo's low popularity rating, Cojuangco said, she "hasn't truly been that bad a president."

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'I WAS CHEATED, TOO'

Migz rebuts Koko

By Michael Lim Ubac

SENATE MAJORITY LEADER JUAN MIGUEL Zubiri and his opponent, lawyer Aquilino Pimentel III, have taken their election protest fight outside the Senate Electoral Tribunal (SET) to the media.

In a rebuttal to Pimentel's PowerPoint presentation the other day, Zubiri called a press conference yesterday and claimed that he, the winner, was also cheated in the 2007 senatorial election.

Zubiri furnished the Inquirer with a "summary of preliminary appreciation" of invalid ballots of Pimentel, who filed an election protest after losing the 12th Senate seat to Zubiri by a margin of 19,291 votes.

Contrary to Pimentel's claim that he was winning the SET recount, Zubiri said that in the count of only three key cities in Metro Manila, he (Zubiri) was already leading by 37,923 votes.

In all 27 opposition-dominated areas, mostly in Metro Manila, Zubiri said he was leading by 130,834 votes compared with Pimentel's claimed lead of 96,400 votes in seven recount administration ballboxes in Mindanao.

In his press conference last Wednesday, Pimentel claimed that he was already winning by a wide margin—96,400—in the second set of votes used for seven of the nine municipalities covered by his protest.

He said that he had already proven in the SET that he, and not Zubiri, won the 12th senatorial seat.

Lawyers Romulo Macalintal and George Erwin Garcia, counsels for Zubiri, said Pimentel was talking only of about 25 per cent of contested precincts.

Pilot precincts

In its Resolution No. 001-07, SET required both parties to designate their "pilot precincts" which should not be more than 25 percent of the total contested precincts.

In his counterprotest, Zubiri included 73,2[illegible] precincts, while Pimentel only asked for 2,630 precincts to prove his allegation of cheating.

Twenty-five percent would refer to 669 precincts in the case of Pimentel and 91,516 for Zubiri.

The senator said that as much as he would like to refute Pimentel's claim by revealing figures from the "summary of preliminary appreciation," he said it would be "inappropriate."

The election protest proceedings was for him now, "so any statement seeking to preempt the SET is totally irresponsible and ill-advised for," he said.

Revision of votes

His lawyers explained that Pimentel had finished his session of votes in February 2008, but the same process for Zubiri's counterprotest will not be over until October, and a final decision issued by the SET in November or December.

"An election protest that hears only one side is an election protest in all, especially if there is a counterprotest for the record. We are only in the 25 percent of the counterprotest. If [Pimentel] was allowed to revise the 100 percent of his protested areas, why should we be denied the same?" said Zubiri.

The real score, according to Guingona

WHAT IS THE REAL SCORE?

This is what former Vice President Teofisto Guingona Jr. wanted to learn from President Macapagal-Arroyo as he addressed an open letter yesterday to the Chief Executive asking her to answer "vital questions" about her (un)efficiency before she delivers her last State of the Nation Address (Sona) on Monday.

In a letter titled "I Ask–The People Have A Right To Know," Guingona challenged Ms Arroyo to respond to real issues facing her government before she makes her "valedictory to my goodbye to the nation."

"The people are entitled to know, instead of flourishes and rhetoric, she should tell us the real score," he said at a press conference at Club Filipino in San Juan City.

He questioned Ms Arroyo on various issues, many of them recurring, including the P134-billion deficit for the first six months of the year, the unemployment problem and the growing number of the poor.

"How do you intend to cover this? Will you borrow or impose new taxes?" he said of the budget deficit.

Guingona said there were [illegible] Ipino workers in the Middle East who used to be repatriated, and asked why the President could find living there better.

"You claim to be creating jobs here, and yet you are not stopping our people to work overseas. Isn't this a policy in contradiction? And every day you are sending 3,000 of our citizens abroad to toil there, to sweat there, just to feed their families," he said. (VIJ)

Gibo has inside track in Lakas-Kampi

DEPOSE HICENTANT GILBERT "Gibo" Teodoro's official entry into the Lakas-Kampi CMD party today would give him the edge in his bid to be its standard-bearer in 2010, Speaker Prospero Nograles said yesterday.

Teodoro will take his oath as Lakas-Kampi headquarters along Edsa at 9 a.m. in front of interim president Executive Secretary Eduardo Ermita and other party officials.

"I would say that since Gibo will formally join Lakas-Kampi, he has the inside track in the selection process," said Nograles at the Sonya Soriano in Quezon City.

But for one Lakas-Kampi official, Majority Floor Leader Arthur Defensor, Teodoro's oath-taking does not mean he is the party's bet for the presidency.

"He will be taking stands there and everywhere. He has to commit himself to a selection process...," Defensor said.

Another party official thinks the undecided Vice President Noli de Castro can still be the bet to beat.

"For [Teodoro] seems to be a member of the party, but it doesn't mean he's our official candidate. At the end of the day it will still be ratings ... winnability," said Prospero Pichay, party vice president for membership and recruitment. (Additional reporting by Leila B. Salaverria and TJ Burgonio)

RP not doing enough vs AIDS, says UN

THE UN DEVELOPMENT PROGRAMME (UNDP) yesterday said the Philippines has not done enough to curb the rise of HIV infections in the country.

Citing official government records, UNDP country director Renaud Meyer said that about 80 percent of reported HIV transmissions were due to unprotected sex.

"All the main ingredients for an epidemic are present in the country," Meyer told a conference on HIV.

Official government records show that there were 85 new HIV cases for the month of May, which is a 743 percent increase on the number of cases posted in the same period last year.

From January to May there were 323 infections, with one leading to full blown AIDS and one death, the National Epidemiology Center said.

Most of those who contracted HIV were males in their 20s who had same sex relationships and mostly from highly urbanized areas around Manila.

He said the government appears likely to fall short of achieving a UN Millennium Development Goal of halting and reversing the spread of HIV by 2015.

The government was not doing well "because instead of reversing and halting it, we are increasing cases," Meyer said. AFP

New metering plan to cut cost of phone calls

By Miko Morales

THE NATIONAL TELECOMMUNICATIONS Commission (NTC) has directed cellular phone companies to lessen the pulse metering rate from 60 seconds to 6 seconds.

The pulse metering rate is the length of time subscribers metered or charged by.

Currently, telecommunications companies charge users around P6 per pulse, which consists of 60 seconds. This is known as per-minute charging.

In a memorandum signed yesterday, the commission ordered the rate adjusted to 10 percent of what it currently is.

Commissioner Ruel Canobas said this is expected to cut call charges to the benefit of cell phone users.

"This will be a big help to them because it will further bring down call rates," Canobas told the Inquirer in an interview.

Telcos have been given four months to implement the new rates because the companies have to make some changes to their systems, Canobas said.

"[The stakeholders] agreed four months is sufficient for the transition," the commissioner said.

The public can expect the measure to take full effect by year's end, he added.

Canobas said he could not yet say by how much call charges would go down.

The carrier, he said, mandates telcos to submit in 30 days their proposed rates based on a 6-second per pulse charge.

The order also gives the firms another 30 days to amend their interconnection agreements "to incorporate the prescribed unit of billing."

The new rate, however, does not phase out the per-minute charging scheme. Subscribers can still choose to be charged by the minute or opt for unlimited service of, for'ago, the memorandum said.

International calls are not covered by the regulation, it said.

GMA reappoints poll commissioner

By TJ Burgonio

PRESIDENT MACAPAGAL-ARROYO HAS reappointed Jesse Robredo Commissioner Elias Yusoph with less than 10 months to go before the May 2010 elections.

"If you recall this was held in abeyance. So the President already gave the go signal to release it," Executive Secretary Eduardo Ermita said in a regular briefing.

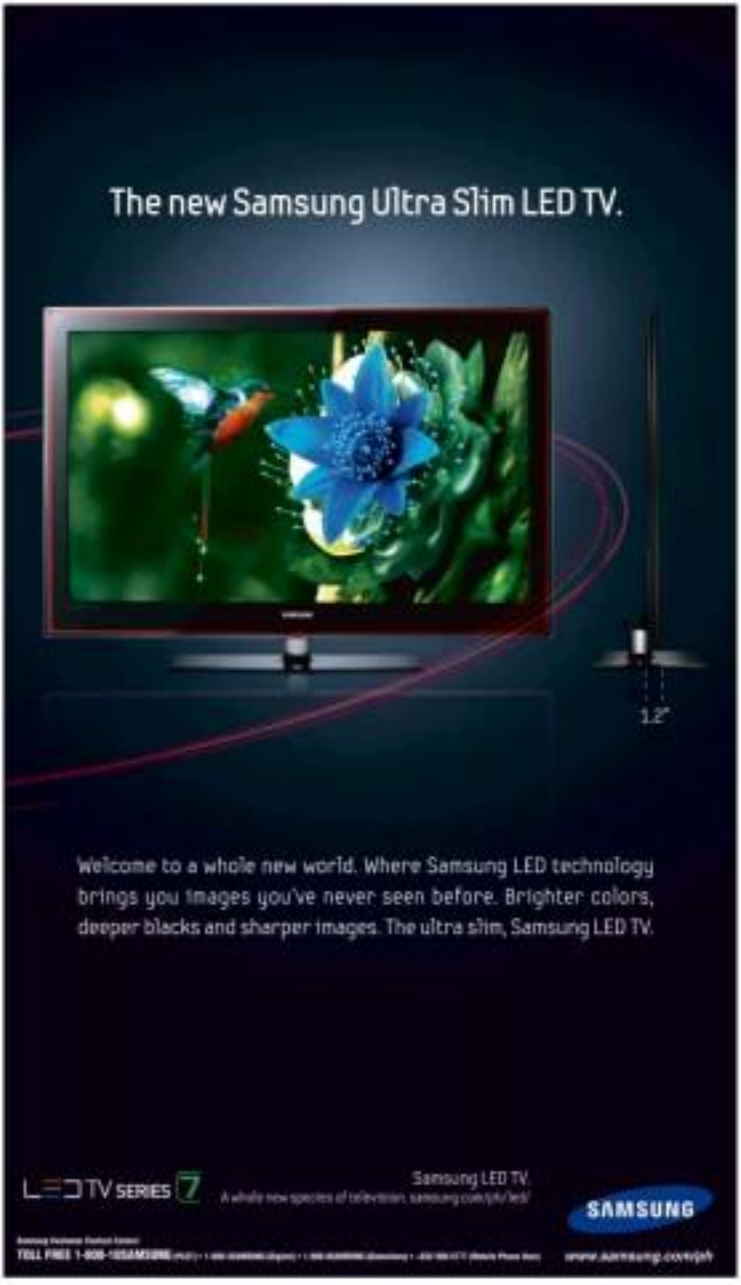
Yusoph, former Mamot City prosecutor, took his oath as the 10th Comelec commissioner in early March this year, but he has yet to be confirmed by the Commission on Appointments.

Yusoph was bypassed when Congress adjourned on June 5. He is considered a strong member of the Commission en banc, meaning he has no functional powers. To regain his ministerial duties, he has to be reappointed by Malacañang, Comelec Chair Jose Melo had earlier explained.

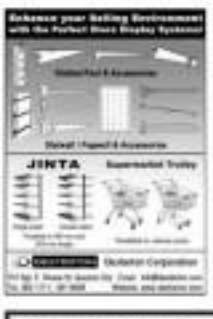
Congress is opening its sessions on Monday. Appointed on Jan. 22 this year, Yusoph is supposed to serve until February 2015.

He has been linked to Virgilio Garcillano, the elections commissioner at the center of the July 2005 "Hello Garci" wiretapping scandal, but has consistently denied this.

The scandal was set off by charges that Mrs Arroyo called Garcillano to rig the results of the 2004 presidential vote in her favor.



'Mixed' record: A few hits here, a few misses there



From page B-1

glass of economic takeoff.

In contrast to the almost unexported rise in OFW remittances, the emergence of these two impulses for economic growth would have been irreversible strategic and planned government policies and programs. Unfortunately this has been managed poorly.

Low saving rate

The lack of investments may also help explain the outlier low saving rate in the country. The basic message 20 percent behind conquest unfavorably with those of our neighbors—over 30 percent for Thailand and 40 percent plus for Singapore.

And one must take the good

that comes with the increase in OFW remittances.

The government can take credit for the complementary policies that have been able to exploit the opportunities for favorable use of Filipino employment abroad and the structures that broadly create OFW deployment.

Budget deficit

Complementary to the higher output growth during the past ad hoc been the better fiscal balance during the entire part of the first decade of the millennium.

The national government's budget deficit ranged from P122.441 billion to P66.117 billion in 2006-2008, which is significantly lower than the figures

in 1998-2001.

There were many missteps during the early part, such as when electricity rates rose low, and contrary to recommendations that these be raised in order to recoup increasing costs.

The action brought about such a drastic deterioration in expectations about the budget deficit that serious doubts about the sustainability of the fiscal program were raised, including among other things, the paper written by most of the faculty of the UP School of Economics, which warned that the fiscal picture was getting out of control.

The government recovered and passed a fiscal reform program, including value-added taxes and a temporary increase in corporate income.

The stabilized revenues in the context that government's finances were more readily controlled over the succeeding few years.

The recently more under scrutiny as the government reduction a stimulus package to counter the global crisis.

Taming inflation

Still another favorable development over the past decade has been the taming of inflation.

Except for extraordinary episodes such as the rice crisis late last year, the trend in inflation has been a gradual but monotonic downward direction in recent years.

Inflation has so far averaged 5.5 percent during the Arroyo administration. This compares with 7.3 percent in the Ramos administration and 7.1 percent in the Estrada administration.

Inflation even dipped to a low 2.0 percent in 2007. This has not been an unmitigated benefit because the underlying reasons may have been the strengthening of the peso favoring the peso over competitors of our exports), which has been beneficial for our important economy.

One other source of declining inflation has been the well-behaved fiscal series mentioned above.

Currency picture

Because of the favorable macroeconomic picture presented by the foregoing developments, the currency situation has been mostly quiescent in the past few years.

The peso has shown much of appreciation during the ensuing confidence in the country's ability to service its foreign debt (owing in no small way to the surging inflow of OFW earnings) has shifted the expectation from that of peso depreciation to appreciation.

The last made life for our monetary authorities considerably easier and has allowed them much more leeway in domestic monetary policy.

(Another two small oil is good-driving development is the more difficult task of providing big money supply and the resulting inflation as a result of the surge in remittances).

Unfortunately governance and related issues have perhaps prevented easier could and seems to be large resources from burgeoning into much-higher investments.

Weak investments growth and a relatively weak export record have limited the country's growth.

This is doubly a pity because the entire availability of foreign capital has allowed the country to provide the opportunity to rebuild and strengthen our manufacturing capacity and related infrastructure.

That could have, in turn, provided the investments and export push needed for talented. Such a missed opportunity can be expensive deficiencies in the long run if unpunished too often.

Employment

Perhaps, the issue where government could have shown better results would be in employment and poverty.

The 2004 State of the Nation address (State) included an ambition—fortified by 18 million Filipinos by 2010. (See related story on Page A1.)

In the 2007 State, there was a mention of 1 million jobs to be created every year, according to data gathered by the National Statistics Office (NSO), there were 31.34 million employed Filipinos during October of 2004.

By October 2005, the number rose to 32.875 million and 33.916 million by October 2006. In October 2007, it went down to 32.672 million. The employment rate went up from 92.3 percent in October 2004 to 92.6 percent in October 2006 and then to 93.7 in October 2007.

In terms of more than a million jobs created years—in 2004-2005 and in 2007-2008. So from October 2004 to October 2006, however, the total number of the employed increased only by 2.759 million.

This can probably be partly explained by the ever-increasing globalization of industry and services, and the increased competition on the product market.

While the phenomenon has affected more Filipinos to work abroad, our traditional and massive industries have had to contend with more competition and products and, and economy's net investments growth implies that new industries have not been as fast to grow as expected.

The presence of work-related hazards and reported experiences of the domestic labor force and quite a few may have opted to wait for overseas jobs rather than settle for domestic employment that provides lower pay.

Poverty

On the other hand, poverty incidence among families dropped to 2003 to 24.4 percent from 33.7 percent in 2000. However, it increased to 26.9 percent in 2006.

In aggregate terms, 32.9 percent of families or nearly seven living below the poverty line.

This reflects the inability of the lower income classes to participate in the opportunities to conduct by the upswing up of markets such as overseas employment and the burgeoning business process outsourcing and related industries.

This calls for remedial social programs such as subsidized education and training as well as enhanced nutrition and health programs.

Otherwise, we will spawn a class of have-nots that will be left behind in the growth for upliftment and entitlement.

The succeeding administration would have put special attention to this increasing gap in opportunities and opportunities.

Continued stabilization

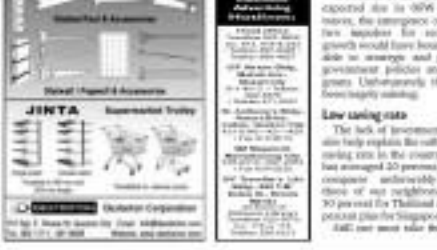
As mentioned at the start, the economic record of the Arroyo administration is mixed.

While it does not show the strong impetus of rehabilitation and reform of the Aquino and Ramos administrations the Arroyo administration has shown itself to characterized. The Arroyo administration must—*Aside areas of improving indicators such as growth and the overall picture.*

The Arroyo administration has, of course, benefited from the relatively good macroeconomic, but the improved fiscal picture shows that it has been able to exploit the opportunities.

The continued stabilization of the economy has happened under its watch and could provide the basis for a sustained takeoff in the next administration. *With the collaboration of Christine Cuenca, macroeconomic director, Institute of Development and Econometric Analysis.*

(Editor's Note: Cayetano Paderanga Jr. served as Albay Treasury Board member and socio-economic planning chief under the Aquino administration. He was educated at Stanford University. He is the chair of the Institute for Development and Econometric Analysis Inc., a research, nonprofit and nonpartisan foundation dedicated to economic research, Individual and communication. He teaches economics at the University of the Philippines-Diliman.)



Japanese admits 'chop-chop' slay of 2 Pinays

TOKYO—A JAPANESE MAN FACING DEATH Thursday to murdering two Filipinas and chopping up their bodies, media reports said.

"I admit to everything," 49-year-old Hiroyuki Sesaki was quoted as telling the Tokyo District court as charges were read over the murders of Elda Longakit Yotsuda, 37, and Herminia Bacilla Kunimasawa, 33.

Both women, who had worked in Tokyo's frequented nightlife district, were strangled in a bath inside apartments—Yotsuda in the port city of Yokohama in 1999, and Kunimasawa in Tokyo in 2008.

Previous media reports have said Hiroaki Samuel Yotsuda's body and thabed its parts down a toilet, and that he washed Kunimasawa's body parts in a laundry machine before hiding them in a suitcase in a coin locker.

According to prosecutors Yotsuda killed the two women after they rejected his advances, media reported.

Sesaki previously served three-and-a-half years in prison for dismembering the body of Yotsuda. The victim's cause of death was never established and he was convicted only of charges of destroying a body.

Sesaki was again arrested in April 2008 on suspicion of killing Kunimasawa, and police later issued a fresh arrest warrant over Yotsuda's murder. AFP

INC to mark 95th year in 19 sites

CELEBRATING ITS 95TH ANNIVERSARY on Monday, the Iglesia ni Cristo (Church of Christ) announced it will hold huge religious assemblies in 14 venues around the country and in five sites in four other countries.

Tens of thousands of delegates are expected to congregate at designated venues in each of the regions in the country to celebrate "Iglesia ni Cristo Day" said a statement issued by the Iglesia ni Cristo.

In Metro Manila, the gatherings will be held at the Araneta Coliseum in Cubao, Quezon City, and at the Rizal Memorial Complex in Manila.

The five-hour special gatherings will begin at 6:30 p.m.

The INC said local authorities have issued traffic advisories to avoid the congestion of major roads leading to their venues.

In the provinces, delegates will assemble in the following venues: the Cebu City Sports Complex in Aguinaldo Street, Basak Lapulapu District, Cebu; and Commencement grounds in Legaspi City, Albay; Cebu Sports Center in Cebu City.

General Santos City Oval Plaza, South Cotabato; Davao Apec Industrial Institute Football Field in Davao City; Quirino Stadium in Batong, Davao Del Norte; Commercial Terminal in Santiago City, Isabela; Aducon Field Subdivision grounds in Calamba City, Laguna;

Pansol Stadium in Barangay Cog, Negros Occidental; Mitsubishi Subdivision Gesagpas-Gapas Road in San Fernando City Pampanga; Sinacaban Barrio Sports Center in Lingayen, Pangasinan; and Ipil Sports Complex in Tambonigon City, Zamboanga Sibugay. Rosa Perlas-Bogas

Tulong para
IWAS-STROKE,
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MAKIRA NA, LIVER-FRIENDLY PA!
MAGAAN RIN SA BULSA!

Only 10 Pinoys in crash–DFA

By Cynthia Balana, Kristina L. Alave and Jeanna Aring

THE PHILIPPINE EMBASSY IN Islamabad insisted yesterday that there were only 10 Filipinos, not 16, on board a civilian helicopter that crashed in Afghanistan's southern Kandahar province on Sunday.

Vice Consul Estrando Dendoro Jr. stressed that there were no other Filipino members injured or missing apart from the 10 who were confirmed to have been killed in the crash of the Russian-owned Mi-8 helicopter in the territory of a North Atlantic Treaty Organization (Nato) airbase.

He made the clarification to Vice President Noli de Castro, the presidential adviser on overseas Filipino workers (OFWs), who said the other day that he had been informed by the father of one of the Filipino crash victims there were five other Filipinos on board the aircraft and that they may have survived the crash.

Double check

Just the same, De Castro has instructed Foreign Undersecretary Esteban Conejos Jr. to "double check and make sure" that all Filipinos in the crash were accounted for.

De Castro said Dendoro had told him that the remains of the 10 fatalities were in the custody of the United States military in Kandahar and would be flown to the US for DNA testing. The workers' US-based employer is paying for the DNA testing.

From the US, it will take at least a month for the bodies to be repatriated to the Philippines.

The government has said that after the repatriation of the victims, there will be an investigation into how the 10 workers ended up in Afghanistan where there is a government ban against the deployment of Filipino workers.

The Filipino crash victims were employed by a US-based Fluor Corp., a consortium of three companies that had contracts with the US military in Afghanistan. They were hired by another US-based company, ADM Group Inc.

Foreign affairs and labor officials said the Filipino crash victims had been cardlicked by liberal recruiters in Afghanistan.

Labor Secretary Marianito Roque yesterday said his department has received "leads" on the recruiters... once seen and a woman based in Dubai, all 10 victims—who hired the Filipino workers with promises of high paying jobs in the war-torn country, where the base records by salary could start at $1,200.

The workers were apparently first brought to Dubai, from where arrangements are made for their "onward destination." Once in Afghanistan, the workers would apply for jobs with a company making them hand bases.

Helpless

Roque said airport workers there are seen to helpless in banning the pervasive Afghanistan-bound workers because their travel papers only disclose that they are going to Dubai.

He said the two main recruiters searched for workers mainly in Central Luzon, while the victims would process the workers' papers for the travel from Dubai to Kabul. The workers reportedly paid as much as P120,000 to the recruiters.

The illegal recruiters usually target workers who have worked in Iraq, where Filipinos are also banned from working now. The government has also imposed bans on the deployment bans for Lebanon, Nigeria and Jordan.

Roque urged Filipinos not to fall for offers of high-paying work in Afghanistan, as "the risks are high." "Filipinos have been killed or kidnapped by terrorist groups/rebels in Afghanistan, which prompted the deployment ban.

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Budget unbalanced, injustice in tax policy

From page A1

ties to support their positive assessment of how the administration managed the state coffers. Malacañang has also cited the low or zero deficit as proof of Mr Arroyo's political will in the face of wider public opposition.

But that is to take a rather narrow and simplistic view of the Arroyo administration's fiscal record, particularly in this fiscal management really started a further rise in the by Mr Arroyo, the first elected President?

Debt penalty

These are, to be sure, upsides and downsides to the Arroyo administration's fiscal performance in the past eight and a half years.

The first passage of the RVAT law in 2005 helped arrest a fiscal crisis that had prompted president economists to sound screaming alarms in late 2004.

But it was precisely that crisis situation we had been led to which defines the fiscal management—or lack of it—that has marked the greater part of Mr Arroyo's seven years the presidency.

When she took over the presidency in 2001, total debt payments for both interest and principal (P279 billion) amounted to slightly less than half of all revenue collections (P564 billion).

That ratio jumped to 68 percent the following year, climbed further to 75 percent in 2003, and peaked at 86 percent a year later. The ratio stayed above 82 percent for two more years even as the BVAT had boosted revenues by 2005.

The government was in such dire financial straits that in the 2004-2006 period, debt payments were taking up the equivalent of more than eight out of every 10 pesos of revenues it was securing.

And with tax collection efficiency well below what it had been in the 1990s, the situation naturally made it necessary for the Arroyo administration to keep relying on borrowings—simply to keep the government operating, much less fund key expenditures and public investments in the economic and social sectors.

Vital expenditures

The data in that show a declining trend in the shares of the national budget allotted to vital economic such as education, health, agriculture and infrastructure, especially in the earlier years of the Arroyo administration.

Education, which claimed close to a fifth of the budget in 1997, was receiving less than 15 percent by 2006. Similar declines were seen in the budgetary shares of health, agriculture, and infrastructure—these shares falling by nearly half between 2001 and 2004. Even absolute amounts allocated to these vital sectors actually declined in certain years.

It is in the expenditure side where an administration's weak fiscal performance shows, by leakages on the lines of ordinary Filipinos.

And worsening human development indicators recorded in many parts of the country—including declining enrollment, rising school dropout rates, and worsening nutrition levels among children—merely mirror these adverse expenditure trends.

Dr. Rosario Manasan of the Philippine Institute for Development Studies estimated a funding gap of around P60 billion that makes the attainment of the Millennium Development Goals (MDGs) by poverty reduction highly unlikely by the target year of 2015.

Ironically, these adverse trends, whether in expenditure shares or human welfare variables, were happening in the years since that the Arroyo administration was boasting record economic growth.

Tax performance

It is in our collection efficiency, however, where the biggest disappointment lies.

Historian, who has been tracking the country's tax performance through the years, observes that apart from a momentary improvement in 2005 ushered in by the BVAT, the years up to 2008 showed little effort had been made to collect as much as possible the Arroyo administration touted.

Tax effort had in fact declined steeply from its Ramos-era peak of 17 percent in 1997 to a record low of 11.4 percent in 2004 (calculated from updated data from the Department of Budget and Management website, and lower than Manasan's estimate of 12.6 percent).

The tax to GDP ratio has since moved up to 13.15 percent over the Arroyo administration stated.

Even the slight recovery in tax effort since 2005 was found by Manasan to be underscored by results of her closer analysis of tax performance trends.

In her calculations, Manasan found that relative to 2004 levels, tax leakage in the Bureau of Internal Revenue (BIR) grew by 0.78 percent of GDP in 2005, 0.22 percent in 2006, and 0.11 percent in 2007.

In 2007, this translated to an additional leakage of P37 billion in BIR collection effort that they were in 2004—an amount that could have helped cut that year's government deficit three times over.

All this tells us that the government has been losing its stand on some of money to poor tax compliance and collection. And we haven't even begun to look at equally disturbing issues of loss to corruption or the spending side.

Second best solutions

To be fair and as already indicated, the government picture had improved somewhat after 2005. But the stagnant tax effort data tell us that things could have been far better.

It is important to stress that the VAT rate increase was a second best solution made imperative when the Arroyo administration caved in to what should have been a tougher and much more immediate productivity challenge.

It will be remembered that the final outcome of Republic Act No. 9334 was widely lamented to have been severely watered down from the original six-point bill proposed by the Department of Finance—allegedly in the aftermath of a rent-an-arrest meeting between Mr Arroyo and major tobacco companies in her Forbes Park home.

Many felt we that as a cost of sparing the rich and powerful of the expense of paying taxpayers' fair share, other shoulders were over the second VAT rate.

But the longer-standing injustice lies in how the country's fiscal resources are presumably called upon to make even greater sacrifices through further tax increases every time government coffers run short.

Especially affected are middle-class wage earners who have very much earlier shouldered the money into their hands, and the general consumers whose pockets take a direct hit from higher rates on the products they buy.

Now, there is now talk of raising taxes once again to address the resurgent budget deficit, even as tax collection efficiency remains far below that of our neighbors, and in before what had already been achieved in the 1990s. That is much easier, after all, to go after the low-hear than the decidedly-rich.

No passing grade

In the end, sound fiscal management is more than just balancing the books. It is about managing government finances in a way that promotes a more equitable society—one where we are already privileged and wealthy is fair to the common Filipino taxpayer and spoils the mainstream number of Filipino lives.

On this score, the Arroyo administration has remained wanting, hardly meriting a passing grade.

(Editor's Note: Cielito Habito served as director general of the National Economic and Development Authority under the Ramos administration. He has masters and doctorate degrees in economics from Harvard University. He column "No Free Lunch" comes out in the Business section of the Inquirer every Monday.)

Employment record

From page A1

average, an additional mil- lion jobs had also been created—1.3 million in July 2006, 600,000 in October 2008, 600,000 in January 2009 and 1.3 million in April 2009.

The Department of Labor and Employment attributes this increase to the government's focus on employment generation and preservation as a crucial strategy aimed at helping people cope with the economic crunch.

Strong labor demand

The measures taken by the government to generate jobs include the Comprehensive Livelihood and Emergency Employment Program (CLEEP) that employs low-income and displaced workers in various government projects.

• The Philippine Overseas Employment Administration reported that a total of 1,236,003 Filipinos were deployed for work abroad in 2008, which is 6.7 percent higher than the year before.

The potential effects of the continuing global economic downturn on deployment have been mitigated by the strong labor demand in Middle East countries like Saudi Arabia, the United Arab Emirates, Qatar and Oman.

The 'bad'

Semi-2009 featured the plight of several distressed target members of society.

I worry about the poor Filipinos who have been dismissed with the responsibility of raising a family. I worry about the farmer who is on the brink of producing food but struggles to feed his own family," Ms Arroyo said.

"I want to be handwringing industry issues by pushing and wanting to say hope. In it good job and a career prospect here at home. I worry about the 43-year-old household head who supports a wife and three children, but cannot work daily. He should be given additional income and homes," she added.

Moreover, the concerns of these sectors have become even more real since July 2008.

• Job seekers have found work in the combined services, industry, trade, transport, private households and public administration, finding unions unit more, business and sell. Four-fifths.

Rehab calls would be consigned under transport, manufacture, chemicals and negligible (Unlikely women) would be under private households. Public administration would refer to government programs CLEEP and Owner Days-of-School Work Striking Toward Recession Recovery).

Agriculture

• Agriculture employment but also increased but this has not reversed the shift of workers leaving the service because of low pay, climate change, decreasing land usage and being limited opportunities in rural areas.

• Looking back over the past years, there has been no noticeable jobs added to industry.

• The government progress have raised the number of paid workers, but a similar increase is seen in the number of unpaid family workers, which does not bear the quality of sustainability and sufficiency.

In the April 2009 Labor Force Survey, the additional 1.3 million jobs were net of the increase of 2.6 million workers who worked for less than 40 hours a week and of the decrease of about 1.1 million workers who worked for 40 hours or more.

The 'ugly'

Government's drama in- volvement and employment strategies, weighed down by poor governance and external market disturbances, have created structural problems that would take more than an administration's team of ten years to straighten out. Three can be termed "uglies."

• Workers in agriculture have shifted to the service sector. Clearly, there will be improvements in food self-sufficiency, and shortages would be cured by importation.

• There are the formal workers versus friends, to- nomic categories, real estate loans, telecom companies, bar loans, call centers and supermarkets) and the much-bigger informal sectors (as described above), which each employ labor and sufficient workers to long hours of vacation and work 50 hours a week, and to lower pay.

• These, coupled with the declining employment in industry, set us further back from the administration's dream of joining the ranks of developed countries by 2020. The Arroyo administration could have been made in Magic Kingdom.

Emergency mode

• Investments and jobs in industry have not products that are inputs from other sectors, like structural concrete materials, telecommunication services, financial services, and products that are used by other industries to make their own, like construction using structural concrete materials.

However, the Arroyo administration that has been miserably unable to respond to an emergency needs due to a lack of public trust and legitimacy for most of its term has not delivered on raising industrial output.

It remains to be seen whether all Mr Arroyo's official trips abroad will indeed translate into more mobile and productive jobs in the years to come.

• It is not clear if the deployment of workers overseas is a development stimulus—economic perhaps cost, it.

Key to better life

Remittances from overseas workers have indeed buoyed the growth in personal and household consumption and, consequently to the gross domestic product.

But does this seemingly rosy picture of consumption made us physically divided families, children growing up with single-parent parents, exploitative recruiters, and abusive households and employers?

It can be argued that this is a temporary strategy in the face of domestic and global economic uncertainty. But in the consciousness of many Filipinos, work abroad on a permanent basis is the key to a "better" life.

IM entering labor force

Last but not the least, pleasure should be noted that on average one million people have been entering the labor force in search of work since April 2008, numbers more than the historical 300,000 job seekers.

The target of one million jobs will no longer stimulate growth and elicit applause in a boom, but may still serve as one of the yardsticks for accommodating the new economies to the labor force.

Mr Arroyo should consider setting a target of one million additional jobs in that coming boom to make a meaningful change in our employment situation.

(Editor's Note: Sonny Africa is a former undersecretary of the National Statistics Office, principally responsible for the nationwide surveys and census conducted from 1989 to 2000. A resident director of the United Nations Statistical Institute of Asia and the Pacific, he is now working at the regional office in the Asian Development Bank.)

GSIS chief cleared of graft over masters' paintings

From page A1

by Associate Justice Andres Reyes Jr.

Associate Justices Fernanda Lampas Peralta and Apolinario Bruselas Jr. concurred.

Valuable piece of heritage

In a telephone interview with the Inquirer, Garcia said he was pleased with the court's decision in this would end what he considered as malicious accusations that the GSIS was mishandling the monetary contributions of its members.

"This [court decision] should be a learning experience for all people involved. People should realize that paintings are not only for decoration. They are a good form of investment. Unlike other properties, value of paintings appreciation even here," Garcia said.

The GSIS bought Luna's "Parisian Life" and Hernando's "Bahay na Bato" and "Vice Fiddle" from Galleria Asteria House in Hong Kong in October 2000 for P10,308,500 in an agreed amount.

Garcia had justified the purchase of the 130-year-old "Parisian Life," saying it was a "very valuable piece of our heritage" that should be retained in the country.

The painting drew Luna himself with cousin Antonio Luna. Raul Roco, the late Bantay Kita in a scene described as the "last gathering of great Filipinos on the eve of insurgent events" in Paris. Luna reportedly made the painting months before the three returned to the country on the eve of the 1896 Philippine Revolution against Spain.

GSIS museum crown jewel

The oil painting had been kept for over a century by the family of Rosemarie Di Lim, until it was sold at an auction in Hong Kong in 2002. Garcia endorsed the Luna masterpiece as the "crown jewel" of the GSIS Museum.

Garcia had said that the purchase was approved by the GSIS Board of Trustees in a resolution signed by its members, and by the Commission on Audit resident auditor Bernardo Ibarra.

Garcia also invoked Section 36 of the GSIS Charter allowing the government pension fund to invest on worthy investments that will earn a profit for GSIS if resold.

The two former GSIS lawyers and George Hora's court complainant against Garcia and nine other officials after the Commission on Audit disallowed the appropriation for being contrary to law.

Complaint dismissed

The Ombudsman, however, dismissed the complaint for lack of probable cause. It ruled that there was no basis to show that the price of the artworks was "sky-high" since there was an empirical basis to compare prices of artworks.

The appellate court said the petitioners "should have specifically pointed out the errors allegedly committed by the Ombudsman in its ruling.

Garcia said the GSIS did not have the current valuation of the painting, but added that it should cost much higher by now.

"All these Luna paintings is very valuable. There can be no Juan Luna paintings again," he said.

Paintings as investments

Garcia said people should encourage the purchase of paintings as a form of investment. He said this would also benefit Filipino artists.

"Talented Filipino painters and artists should really make use of their skills, and they should be supported," Garcia said.

He noted that the GSIS had been supportive of building Filipino painters by organizing group exhibitions in foreign lands.

Garcia said the paintings owned by GSIS were open for public viewing in its museum on

PHILIPPINE MACHINE-READABLE PASSPORT:
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MESSAGE

Congratulations to the Department of Foreign Affairs as we celebrate [its] 111th [founding anniversary] and as we continue to provide world-class consular services to the Filipino People.

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Maligayang [illegible]!

[signature]
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President
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- Edwardo Pangandoman, Ankara, Turkey

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- Dindeth Lorenzo, Engineer
Riyadh, Saudi Arabia

Magkakasunod ako'ng nakarasang September at ground A1 ang MRP. Walang classe at mas mabilis ang pag-usad ko. Pinaniniwalaan ko at **hindi magsasabi** at tulad ng green passport."

- Ferdinand Dominguez Hilag, Filipinas
Riyadh, Saudi Arabia

"Para sa akin, **the best** ang passport ngayon dahil ang picture ay di na pwedeng dayain. Mas sistem, wala na makakapanloko o mapapapeke pa ng passport. Hinahangaan ko ang bagong sistema nya para sa kaligtasan ng ating mga kababayan. 'God Bless. Thanks.'

- Dominique D. Paz, OFW, Bhasa, Lebanon

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- Ferdinand Arana, Supply Chain Manager
Dammam, Saudi Arabia

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- Joyce Gerry, Secretary
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Dr. Ricardo Bragoncia, San Jose, Metro Manila

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- Patrick Alcardo Dingco, Davao City

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- Reynaldo Jed Pilar, Paramedic
Jubail, Saudi Arabia

"I'm so glad that our new machine-readable passport can now be considered as a **global** travel document. My new passport is so elegant, its security features are amazing and incredible. I thank the Department of Foreign Affairs through the Philippine Embassy in Palau, for this new and beautiful passport."

- Marites Bisig, Koror, Palau

"At least ngayon **di na nakakabiya** ang ating pasport compared to the passports of other European countries."

- Daughter of a Filipina, Prague, Czech Republic

"The MRP satisfies the new standards of the ICAO. It boasts fantastic quality and is error-free. Filipinos also get fast, professional service and quick delivery."

- Mark Wolfius, London, United Kingdom

DECEMBER 2, 2004 Then Palace insider, Ardee Cruz, was President Arroyo's defense secretary. His last first was The first when a principal client was the President. Earlier on, he held the position of the president's legal counsel. GILBERT MISA

President's men hit hard at former DND secretary

From page A1

that the Arroyo administration intended to remain in power.

He also mentioned supposed moves to cow down the terms of military and police officials "loyal to the Constitution" to give way to soldiers, particularly members of the Philippine Military Academy Class of 1978, who are tainted by Mr Arroyo.

Rocas supporters

Pimentel cited Cruz, who is reportedly supporting Sen. Mar Roxas' presidential bid in the May 2010 election, to step up pegging in "heavy-strapping."

"I would like to assure him that there is nothing like that going on and he can join campaign normally and he not climb aboard ghost operations," Pimentel said.

Gen. Victor Ibrado, chief of staff of the Armed Forces of the Philippines, said that his new mission of government plans to declare martial law.

"I don't know and I have not heard of any plans like that," said Ibrado, who has been rumored to be among those military officials being eased out to make way for soldiers Ms Arroyo was "more comfortable" with.

AFP will not allow it

He said that the military would not allow itself to be used to promote the political ambitions of any group or individuals.

"We have been seeing that to our troops, that they should not follow orders that they know are illegal," Ibrado said.

Philippine National Police Director General Jesus Verzosa said he was certain that there would be elections next year.

"Both the AFP and the PNP perform their functions according to the mandate of law and according to the provisions of the Constitution," Verzosa said.

Lt. Col. Romeo Brawner Jr., AFP spokesperson, said that currently forces were capable of addressing threats to peace and order and that there was no need for a martial law.

Never tempted to hang on

Anthony Golez, deputy presidential spokesperson, dismissed Cruz's charges, saying Ms Arroyo was "never tempted to hang on to power."

"We know for a fact that he is espousing support for a pseudo-bid established to effect their political movement, we do not know what else is driving him," he said.

Golez denied Malacañang had issued unlawful orders, insisting that the "men and women of the Armed Forces of the Philippines have exercised the highest degree of professionalism already."

Executive Secretary Eduardo Ermita said Ms Arroyo was probably surprised with Cruz's pronouncements, noting that the positions that Cruz had been given by her Cabinet were "very traditional and important."

Prior to assuming the Solicitor post in 2006, Cruz had served as Ms Arroyo's chief legal counsel.

No need for reminder

"Nothing had was done to him," Ermita said. "We will give all the benefits when he was with the President. He was among the closest to the President as a matter of fact."

Ermita said that no less than Ms Arroyo had assured the public that there would be elections next year.

He said there was also no need to remind soldiers to defy unlawful orders, maintaining that the military was "sensitive to such orders."

"The issues I have identified lately that getting involved in partisan political activities and their duty to be the arm of government and not of any political party," he said.

IN DEFENSE OF GMA Executive Secretary Eduardo Ermita calls Cruz's allegations "unbelievable" and "suicidal thinking" and that he was vulnerable to "nightmares."

EBATA Cruz was given very crucial and important positions in the President's Cabinet. Nothing had been done to him. He was one of the closest to the President. EDWARD

comment that will provide security for the Republic," he said. "Then it was misconstrued, and one subject and offense knew that."

Implied call for martial

Senate President Juan Ponce Enrile said Cruz's statement implied "a call for mutiny" and urged him to issue a clarification.

"I would like to find out what he means by unlawful order. To me that's an impeachable offense and the police have to evaluate the order of a superior in a very dangerous doctrine. Why? The military operates by command," Enrile said at a press conference.

"I do not know whether he is in possession of certain facts. I suspect his opinions, but from my side I think that there will be no election. In fact we have appropriated P11.3 billion to have an election. The preparations is in place," he added.

Where's a catastrophe

"The only possible way of not having an election is if there is a catastrophe or an earthshaking event in the country that will happen in the polls in 2010, in which case of course, you cannot elect anybody."

Citing an "extreme case," Enrile insisted that Pres. Arroyo would have the power to declare martial law or suspend the writ of habeas corpus.

"Can the chief of staff or any officer below him say 'No. that's illegal.' Only the Supreme Court does that," Enrile said.

Puno on Sona boycott: You'll miss great speech

From page A4

measures and improvements in the bureaucracy. Puno told reporters yesterday at Camp Crame.

Admitting that controversies have resulted to reverberations in his remarks, Puno said it was necessary for Ms Arroyo to account for "everything she has done."

Lost in politics

"In truth, the really great accomplishments get lost in politics," he pointed out.

At least eight party-list representatives said that they would boycott Ms Arroyo's expected State-of-the-Nation address tomorrow at the Batasang Pambansa complex in Quezon City.

Senator Manuel Roxas II, together Diosdado Jr., Panfilo Lacson and Francis Pangilinan have also announced that they would stay away from the event.

Other senators said they would walk out if members of the House of Representatives would attempt to transform the joint session into a constituency assembly to amend the Constitution.

Ms Arroyo's allies in Congress pushed last month a resolution seeking to set up the assembly in an entourage the opposition said, to adopt the parliamentary system and extend the President's term beyond 2010.

"It's too bad they're going to miss a great speech," Puno said. "If you look at the accomplishments with an objective eye, you're going to see what a great country we have."

Pass a Joint Resolution calling for A Constitutional Convention, and the Election of Delegates in Conjunction with the May 2010 Elections

We, the sovereign peoples of Mindanao, call on the Senate of the Philippines and the House of Representatives to immediately pass a joint resolution calling for a constitutional convention in 2010:

Whereas, there is a pervading sense of hopelessness and despair among the peoples of the Land of Promise arising from the unceasing armed conflict, poverty, internal displacement and political instability which perpetuate the culture of violence and intimidation;

Whereas, the situation calls for structural changes and reforms which can be made possible only through the amendment of the 1987 Constitution, as has been proposed nationwide by the Citizens' Movement for a Federal Philippines (CMFP).

Whereas, the peoples of Mindanao have traditionally viewed proposed amendments to the constitution with apathy, and even suspicion, believing them to be a Trojan horse for the perpetuation of political dynasties and their vested interests;

Whereas, the Lumad, the Bangsa Moro and Christians can realize their just desire for self-determination , for liberation from fear and want, for political stability, and autonomy through a Federal Constitution, which requires changes in the present charter;

Now, therefore, in consideration of the foregoing, we, the sovereign peoples of Mindanao, now call on the Senate and the House of Representatives to pass a joint resolution calling for the holding of a constitutional convention in 2010 and for the election of delegates in the national elections scheduled for May 11, 2010;

Resolved further, to let copies of this resolution be provided to the President of the Philippines, the Senate, and the House of Representatives.

Done this 24th day of July 2009 in the Islamic City of Marawi, Mindanao, Philippines, by the following:

Mindanao Congress of Development NGOs and MOs (MINCODA) ☐ Lilok Federal Mindanao (LFM) ☐ Mindanao Peace Advocates Conference (MPAC) ☐ MASS-SPECC Cooperative Development Center ☐ Moro Movement for Federalism (MMF) ☐ Citizens' Movement for a Federal Philippines (CMFP)

Roy Magno Tuvera, Chairperson, CMFP ☐ Cong. Mujiv S. Hataman, Cong. Ariel C. Hernandez, Anak Mindanao (AMIN) Party-List ☐ Cong. Crescente C. Paez, Cong. Jose R. Ping-ay, NATCCO Party-List ☐ Charlito Z. Manlupig, Secretary General, LPM ☐ Sylvia Okinlay-Paragoso, CEO, MASS-SPECC ☐ Romeo Dubuyog, PASCRUS-Caraga ☐ Andre Arago, Lilok Federal Karaga (LFK) ☐ Greg Hontiveros, Lilok Federal Karaga (LFK) ☐ Isidro Modaje, Chairman, FEDARECO ☐ Dato Hawadan Mangguruba / Rusty S. Paragay, Chairman, Manobo / Mamanwa – Santiago Municipal Tribal Council ☐ Fiscal Danny Serrano, Drafter, Caraga State Constitution ☐ Timmy Batay, Chairman, BCB MPC ☐ Atty. Franklin M. Quijano, Iligan City

Consortium of Bangsamoro Civil Society (CBCS) ☐ Alliance of Bangsamoro for Peace and Sustainable Development (ABPSD) ☐ Bulay Mindanao Foundation, Inc. (BMFI) ☐ Kaliinghawang Pamahandi sa Mindanao, Inc. (KPMI) ☐ Bangko in Bulay Foundation, Inc. (BBFI) ☐ Zamboanga Peninsula Rehabilitation Center (ZAPP) ☐ Zamboanga Association of Former Priests and Seminarians (ZAFPAS) ☐ Xavier Agriculture Extension Service (XAES) ☐ Harakat Islamia ☐ Utopia Party ☐ Lanao Vinal ☐ Lanao Eagle's Class ☐ Iranun Islamic Assembly ☐ Parlay Development Foundation, Inc. (PDFI) ☐ Technical Assistance Center for the Development of Rural and Urban Poor (TACDRUP) ☐ Lilok Federal Dabaw (LFD) ☐ Philippine Agrarian Reform Fund (PARFUND)

Contact Persons: Mr. Roy Duang (CMFP Secretariat) 09068854361
Mr. Paul Paragoso (CMFP-Mindanao) 09189525308
Mr. Cesar Villanueva (CMFP-Visayas) 09192860478

CHR HEARING Helena Rosas (second) her lawyer, Ana Fernandez, during the public hearing at the Commission on Human Rights in Quezon City where she identified her tormentors through a one-way mirror. Rosas said she was repeatedly raped and tortured by the men she identified as members of the Philippine Constabulary. (Story on page 1)

Fil-American names torturers

Transcribed

still ask Melissa to describe them to us while we are here a while," Dr Lima said.

'Can we be friends?'

Rosas told the commissioners that as though to add insult to injury the men who called himself SC, offered friendship to her and told her to forget the six days of fear and pain.

She recounted that the night before she was told she would be taken home, SC told her: "Can we be friends? We're going to forget that happened."

Rosa, on the other hand, identified herself as a member of a church group.

Rosas said the women helped her take baths and stayed with her in her cell at night.

She said it was Jimmy who interrogated her. On another day, she said, he introduced himself as being a different name but his "very distinct Tiruray accent" gave him away.

Rosas, for his other interrogator her as well, was not called by any name, Rosas said.

She said she was kept in the same cube punched and slapped her, stimulated her head on the wall, and tried to suffocate her with plastic bags, she said. But she clearly remembered him as the one who asked her if she was ready to die.

"I said, 'Yes (Yes).'" Rosas said, her voice breaking.

Knowing her roots

This was what Rosas said at the hearing:

She had been living in the Philippines since April as part of an "unrevealed suspicious program" as a member of Bayan-USA.

Her trips to the Philippines as an activist, including visits to Central Luzon provinces such as Pangasinan and Zambales, were part of "learning her roots" and being exposed to the "actual condition" of the lives of Filipinos.

She took part in Bayan activities, such as the campaign to surface missing University of the Philippines students Karen Empeño and Sherry Cadapan, studying the 2007 report of United Nations Rapporteur Philip Alston, working with the Bakwits in Mindoro, and joining various human rights forums.

On May 19, Rosas and local Bayan members Aurelio Catubos and John Edward Hamdoc were in a house owned by a "Sitya Jesse" in La Paz, Tarlac, when armed men barged in and forced them out.

She was put in a van but she fought like mad and kept on shouting her name as how wise to alert people on the abduction.

"They could not put tape on my mouth because I kept pulling it off. Inside the van, I was swearing and throwing up," Rosas said.

She said that it was inside the van that the armed men were able to cover her eyes with a cloth and cuff her.

She added that she was accused of being a communist, held incommunicado and beaten while blindfolded and cuffed, and then dropped off near her uncle's house in Quezon City six days later.

It was said it was during the search of SC, Dra and Rosa that the new Catubos and Hamdoc are right shortly before she was freed.

She said her two companions appeared to have been also tortured, and that they tried to convince her to just admit to what their captors were insisting on—that she was a member of the communist New People's Army.

She said she knew that Catubos and Hamdoc were also killed.

Souvenirs

Rosas said that after six days in captivity, she was driven to Quezon City in a car piloted by SC, Rosa, Dra and two other men tailed by another vehicle carrying Boris.

She said the group could not find her uncle's house and had to ask for directions.

When finally they found the street, they could have still the vehicle and Boris removed her blindfold. They also gave her a small bag.

Rosas said SC told her not to look around and to count to 100 before walking to her uncle's house.

She said she managed to count to 100 but could not move, afraid that they might come back again.

"I heard SC roll out to me to tell me to start walking," she said.

When Rosas finally got inside her uncle's house and opened the bag, she found a Bible, a copy of Gabriel Garcia Marquez's "Love in the Time of Cholera," some candies, a cell phone and a pair of handcuffs.

In surprise, she thought. Then the phone rang. It was SC.

"I didn't know what to do. I was panicking. My cousin told me to turn [the phone] off," Rosas said.

She cousin shortly got rid of the bag and the phone. Rosas kept the books as well as the clippers and Tickler that Boris had made for her.

Three Bayan were presented in the commissioners, who said they would have the bar codes on the books' price tags checked to find out where these were purchased.

Writ of amparo

Shortly before returning to the United States early in June, Rosas filed a petition for a writ of amparo, which the Supreme Court issued over to the Court of Appeals for disposition.

The appellate court subsequently required Rosas to submit a hearing on a requirement for being granted protection.

In an affidavit, Rosas said that during her captivity, she heard "conversation referring to Bayan, Bayan-USA and Bayan-Canada," as well as "guns firing as though in a firing range and planes taking off and landing."

Rosas said it appeared that Rosas was held and tortured by members of the 7th Infantry Division at Fort Magsaysay in Nueva Ecija.

Col. Leonardo Bongcawil, the chief of staff of 7th Infantry Division commander Maj. Gen. Ralph Villanueva, vehemently denied that soldiers were involved in Rosas' abduction.

Bongcawil testified that there were 19 checkpoints and airlocks, as well as several firing ranges, in the whole of Nueva Ecija and not only in Fort Magsaysay, the army division's headquarters.

Sr Lynas told reporters that she and a CHR team had gone to the military camp because Rosas' petition for a writ of amparo said: "Rosas was already known to believe" that the place where she was held was in Fort Magsaysay.

"We should not single out Fort Magsaysay, but we're not also ruling out Fort Magsaysay," Dr Lima said.

Courage

The human rights group Karapatan praised Rosas for her testimony saying her colleagues had also been released but had not come forward to tell their stories.

"We admire her courage to face the commissioners to prove that what happened to her is really true," said Karapatan secretary general Selem Enriquez.

"We hope that Barangil will also open other cases of torture and disappearances to the Philippines," she added.

Rachel Diaz, Victor Reyes, the accused forces chief of staff, denied Rosas' claims and said he had ordered a separate military investigation.

Reyes said he was told that "there was no such incident that happened" in the Tarlac area. But he promised to present any soldier who may be identified as a suspect.

PCHR complaint from A1

Mobilize, F

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US Governor Thomas A. Edison once said, "Genius is one percent inspiration, ninety-nine percent perspiration." This wisdom generally applies to all endeavors, as it teaches the value of hard work to all that you wish to accomplish.

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Meet the Hyundai H-100—the new face of mobility for today's dynamic business landscape. With bold styling and solid quality built in to motivate you 100% in driving your entrepreneurial ambitions to greater heights. The H-100 blends sedan-like ergonomics and ergonomic sensibilities for urban refinement and agility that evokes the sense of today's new breed of entrepreneurs.

Emphasizing the aerodynamic style of the H-100 is its cabin that wears short-nosed, giving it a sleek appeal and makes for effective air maintenance, while the passenger car-inspired molding of the wide windscreen gives the H-100 a level appearance and helps reduce wind noise.

Large clear-type headlamps with enhanced illumination offer better visibility, giving a more aggressive appeal.

The H-100's simplistic elegance is even enhanced by other refinements like newly-designed side reflectors, rear lamps, and round-type door handles that add a unique and convenient touch to this brawn Hyundai vehicle.

Smart interior, comfy ride

Entering the H-100 cabin, you'll immediately feel welcome with its voluminous layout and clean urban

tion to essential details that make the journey more comfortable. Key instruments to minimize in-cabin noises and engine noise have been designed for the most quiet and comfortable ride possible. Plus, Hyundai thoughtfully added sedan-like head-on headrests and consideration to further identify the H-100 as an accommodating road companion.

Head room and shoulder room have been increased to accommodate ample seating space for both driver and passenger.

Cloth trim and reinforced fundamentals for the seats make for a more relaxing and ergonomic ride. Driver space becomes more engaging with the driver-oriented center fascia, affording ease of control. The driver's seat also has slide functions for maximum comfort.

The power assist steering helps keep driving precise in check for easy maneuverability, while the 5 Manual Transmission (Gear Shifting) Knob allows for a snug grip and smoother, effortless gear shifting.

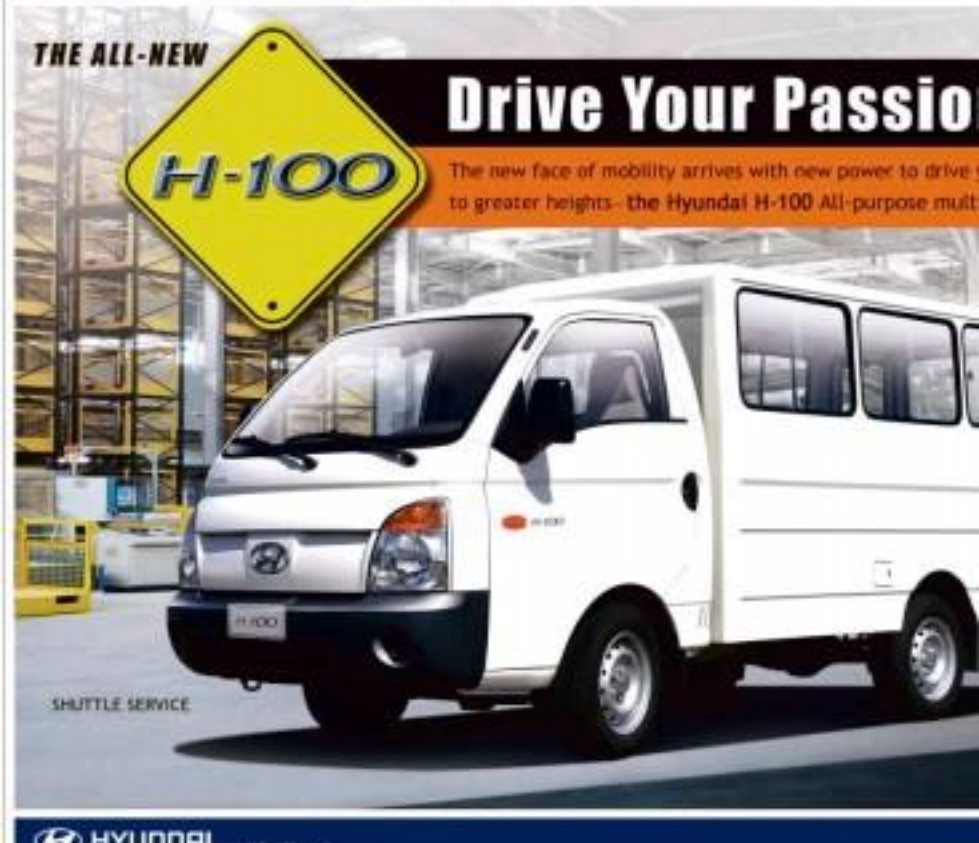
A cutting-edge sound system with high quality speakers offers HiFi sound quality for your listening pleasure while you're on the go.

The power to take you further

At the core of the H-100 is reliable strength in a durable 2.6-liter Naturally Aspirated Diesel engine that delivers torque-driven all-day-and-range, reinforcing the vehicle's dependability to handle the tough jobs as a people, cargo, and goods mover.

Highlights of the H-100's engine operation include the following:

- Smooth, quiet performance
- Excellent combustion efficiency for enhanced fuel economy, high power output, and outstanding pulling power
- Optimal combustion also ensures less emissions for environment-friendly engine operation
- Maximum power output: 75ps at 4000rpm
- Maximum torque: 17.9kg.m at 2200rpm



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ast Track, Boost your Business with the All-New H-100

The 2.6-liter engine is mated to Hyundai's all-new 5-speed manual transmission. Flexible console at the transmission design have been re-plot to ensure more precise shifting, adding to driver control.

Stability you can count on

As you journey with the H-100, you'll immediately feel a secure level of control that evokes sedan-like handling and ambiance. That's because the H-100 has elevated ride quality through optimal suspension tuning and a reinforced body structure that has markedly reduced noise, vibration, and harshness (NVH) levels by 10dB. Besides an all-synthesized, confidence in running the business must not only be seen, but felt and fully experienced throughout the ride to success.

Double crankpin and coil springs with torsion bar at the front suspension provide superior shock absorption and steering stability. For the rear suspension, semi-elliptical leaf springs allow for exceptional durability and resistance against sideal rolling for optimal suspension regardless of cargo load. Enlarged bushes in both front and rear axles also add to better driving stability and smoother cornering to make possible with a stabilizer bar that reduces rolling while cornering.

Safety engineered

The H-100 is built safer than ever with its semi-forced body strength that incorporates high-tensile steel plates and improved braking.

Fitted with advanced safety features to help you maintain full control, the H-100 lets you arrive at business success safe and sound and enables you to reach maximum productivity in a work, almost every possible.

With its variable cross-section pipe welding and ladder-style members, the variable cross-section cross-member feature of the H-100 enhances safety for driver and passenger alike.

Ultra high tensile steel bars come standard in the H-100 cabin design to provide an extra measure of safety against side impacts.

16-inch combined front disc brakes ensure reliable stopping power. And with the Load Sensing Proportioning Valve (LSPV) control in place, brake fluid pressure is controlled according to loading ratio for optimal braking stability.

Further, larger and wider tires enhance the vehicle's stability and grip on the road.

Backed by 100% support from Hyundai

With H-100, you don't just have a great people-and-cargo mover—you also have the full support of Hyundai 100%, whatever your passion for business may be.

Hyundai has a total of 51 authorized dealerships strategically located all over the Philippines, ready to serve you with their Best CARE (Genuine, Accurate, Reliable, and Efficient and speedy) after-sales and 100% Genuine Hyundai parts and accessories.

With Best CARE, H-100 means expert and first-rate servicing of your car—in the help of Hyundai's expert technicians and service personnel. As for Genuine Hyundai parts and accessories, you're afforded genuine peace of mind, as these are manufactured using state-of-the-art technology, calculated to safety you can be confident in with their proven reliability—design-wise and performance-wise, keeping your Hyundai cars performing their best at every journey.

And on top of all these, every Hyundai vehicle—including the H-100, is backed by KAMI's Hyundai Asia Resources, Inc.'s very own 3-Year Warranty* or 100,000kms, whichever comes first). Breaking the boundaries of the standard 3-Year warranty, KAMI's 3-Year Warranty allows new Hyundai car owners to enjoy two more years of peaceful quality and trouble-free motoring, heightening the customers' Hyundai ownership experience!

From vehicle to after-sales, dealership support, genuine parts and warranty, Hyundai is ready to bring out the business genius in you—and ultimately, drive us to your success, 100%.

Check out the All-New H-100—shuttle van-loaded, at your favorite malls and get the lowest financing rates available for different variants of H-100 - Cab and Chassis, Shuttle Van, Cargo Van, Refrigerated Van, and Drop Side. Get a chance to win a Hyundai e-Fuel Card worth 110,000 where you income. Plus, you can also be part of the Hyundai Car Wellness Drive happening on August 4-8 at authorized Hyundai dealers for Free car check up and estimate, and a Free inflatable pillow when the Hyundai Car Wellness Drive sticker is applied on your car.

Make way for the All-New H-100 and Drive Your Passion for business at these venues:

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OPINION

Send feedback to inquirer.net/feedback | Website: www.inquirer.net/opinion

Fair warning

EDITORIAL

FOR EVERY FORELO NIDO OR IPADIO BUNTE, senior administration officials who kept their mouths shut or flapped their lips to protect President Macapagal-Arroyo from the worst effects of self-inflicted scandals, there is one Avelino Cruz Jr., who eyeballed rather than betray the public trust. Once one of the President's favorite lawyers, Cruz quit one of the most powerful portfolios in the Cabinet, the Department of National Defense, in 2006, over the issue of the obviously fabricated people's initiative.

Last Wednesday, the resolutely low-profile Cruz once again placed public interest ahead of personal considerations when he warned the nation against what he called a "disturbing pattern" in the actions of the administration.

Pointing to several troubling indicators, such as the worrisome fact that at least 50 retired generals from the Armed Forces and the Philippine National Police now occupy key posts in the government, Cruz asked: "Is this an attempt of an administration consolidating its grip on our country's security apparatus?"

Cruz raised at least three significant concerns in elaborating remarks at a forum organized by the Integrated Bar of the Philippines, the Parish Pastoral Council for Responsible Voting and the Legal Network for Truthful Elections.

He said that, based on what he knew of the false people's initiative campaign in 2006 that the Supreme Court ruled unconstitutional and called "a grand deception," the President was also likely behind the continuing attempts to revive the Constitution, including controversial House Resolution 1109. Were that is nothing new, of course—except for the fact that a former member of the President's inner circle said it. This is additional confirmation of a special sort; it tells us, yet again, that the attempt to create a legal framework that would allow Mrs Arroyo to stay in power has a long history. It goes back to remarks after the "Hello, Garci" scandal and the first impeachment complaint.

Cruz also said that he believes former Speaker Jose de Venecia, once a close ally and now, after the ZTE scandal, a political enemy of the President's, was telling the truth about Malacañang's attempt to obtain Arroyo support for emergency rule. "When I can say in that isolated speaker Jose de Venecia has some knowledge of these events. I have also heard our former ambassador to the United States, Alberto del Rosario, narrate on television a similar version of events taking place in the last quarter of 2005. I have no reason to doubt the veracity of his assertion," he cited, as defense chief at the time, Cruz must have been privy to more inside information than he would, or could, or was ready to, reveal.

He also said, he implied, that the Arroyo administration was preparing a military option. He expressed confidence that any attempt by the AFP to extend the President's tenure would fail—but the attempt would necessarily entail "bloodshed." He said: "I fear more for the consequences that our action will have to suffer for the failed undertaking of a powerful few."

It was in this context that Cruz issued the impassioned call to the men and women he used to serve as defense secretary. "It is for this reason that I renew my call to our professional men and women in uniform to remain faithful to the flag and the Constitution and to disobey patently unlawful orders that only serve selfish political ends."

Patently unlawful orders. By that Cruz can only mean any attempt by President Arroyo at her last effort to use the country's soldiers to create an emergency situation (such as the bombs designed-to-be-discovered which Jo Venecia had earlier described as the hallmark of government "special operations"), or to manipulate the May 2010 elections (in a repeat of the interventionist role played by key military officials in the 2004 elections, as exposed by the Garcillano wiretaps); or to engineer a form of transition government (such as the latest wild-eyed idea from National Security Adviser Norberto Gonzales) through these three.

The country should consider itself warned. We should not let the undeniable build-up in anticipation for next year's elections lead us to a false sense of security. "Can we trust his word this time? Or is the country again being lulled into complacency? Is she creating the lull before the storm?" Cruz's questions must be raised again, and again, and again.

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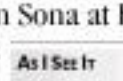
Opposition Sona at Kapihan sa Manila



AS I SEE IT

Neal H. Cruz

IT IS TO BE EXPECTED THAT IN SEVENTH of the Batasan Address (State Letter Congress this Monday, President Macapagal-Arroyo will use the Philippines with rose-colored glasses. She will tell them the Philippines is a paradise on earth, with her as the eminently wonderful ruler.

To balance the picture, Kapihan sa Manila has invited opposition senators and congressmen who will borrow Mikhi Yrsa at the Balcony to give their early lunch in the Manila Hotel on Monday morning. They are have a baptism on Monday even if it is a holiday.

In last year's Sona, one of the President's promises was to allocate P1 billion to be lent to jeepney operators and drivers so they can convert their engines from diesel to liquefied petroleum gas (LPG), compressed natural gas (CNG), or biofuel alternative like coconut and sugarcane. Because they are more economical and friendly to the environment. But to attract to deliver an effort fuss, but not a single operator or driver has obtained a loan to convert his engine to LPG. What's worse, P700 million of the P1 billion has already been spent, but not a centavo of it for engine conversion.

The engine conversion program was launched with much fanfare and the transport sector enjoyed because the loans were to be interest-free and would be repaid at only P60 a day. The P1-billion fund came from the Value Added Tax (VAT) and the Road User's Tax.

The budget department released the fund to the Department of Transportation and Communication (DOTC), which was supposed to transfer it to the Postal Savings Bank (PSBank), which would open the P 1 billion in special savings accounts for jeepney operators and drivers. But obviously some smart operators in the DOTC saw the fund as seed for gold mine and siphoned it away. Now only P300-million is left.

What happened to the rest of the money? Are not engine conversion kits being delivered to assistance testing centers, which is a waste of money. Fifty more vehicle engines are converted to LPG, CNG, or biofuel, then would be re-taxed for emission testing. While the conversion of diesel and gasoline engines are publicized, similar conversions for global warming. The conversion of LPG and CNG are ignored even. No need to test their emissions.

But good sometimes overpowers evil, sometimes in the DOTC. And so the fund for the engine conversion was finished. This Monday the transport sector will ask the President what happened to her promise.

Jeepneys and their buses are at present powered by surplus, second-hand engines that are ecstasy-less polluters of the air. If you happen to follow one, you can see the black smoke belching from its exhaust. That smoke is breathed into your lungs. It also contributes to global warming. What is why it is imperative that we stop polluting the air and we way to convert the overwapply of diesel engines to LPG or CNG.

Some GPS-powered jeepneys and tricycles have been running in the Philippines for a long time now and they have been proven inexpensive and environment-friendly. Japanese manufacturer is ready to supply us with brand-new LPG engines. The Global Synergy Operations and Drivers Alliance Inc. (SODRIA) has signed a contract with an engine manufacturer and supplier for the conversion of an jeepney. The price ranges from P200,000 for an engine for P70,000-500 for a brand-new jeepney with an LPG engine.

But where will the operators and drivers get the money? PSB is supposed to lend them the money according to the President. But is it has not received any funds yet. So DOTC, where is the beautiful fund promised by the President?

The Lahar Free project of the Metropolitan Waterworks and Sewerage System (MWSS) has been met with a dilemma: before it can even get started. All because San Miguel Bulk Water Corp. (SMBWC), a wholly owned unit of San Miguel Corp., submitted an unsolicited proposal to construct the dam in its own expense and then sell the water to Metro Manila, anybody can issue a Swiss challenge by submitting other bid than the original proponent, who has the right to match the better bid. Being that, the project is conducted to the challenges.

However, nobody has issued a Swiss challenge and the one-week deadline to do that has elapsed. Too short? But that is the guideline of the National Economic and Development Authority, supervisor MWSS.

Among the concerns over that the project was kept secret and that the award to Eduardo Cojuangco Jr.'s San Miguel was a complete surprise.

Now, said the MWSS: The MWSS can advertisements in three newspapers (Inquirer, Philippine Star and Manila Bulletin) to apply for eligibility and to submit bids for the design, financing, construction and operation of the Lahar-free project." Only two bidders submitted a proposal (published in the newspapers) but no award has been made yet. There was a number of steps to follow in joint venture agreements like this and these might have just begun. Many more steps have to follow before an award can be given. If the offer is unsatisfactory, it would be rejected even if it is the only offer submitted.

Another concern is that we don't need the Lahar-free dam yet. We have sufficient water. There is no water crisis.

Wrong again, says the MWSS. The water crisis is already here, as can be deduced every summer when water from the taps is reduced to a trickle and everybody a septic-tree service.

The present available water from dependable to only 4,000 mld (million liters per day) whereas the projected demand is 5,600 mld by the year 2011. Thus, we would be short by 1,600 mld. It would take four years to build the Lahar-Dam. Thus, it would be finished just in time to supply the shortage. Hence, no concern exists to create anyone.

Whatever the case, the MWSS: The water crisis is already here, as can be deduced every summer when water from the taps is reduced to a trickle and everybody a septic-tree service.

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Laiban Dam: Why the secrecy?

PASSION FOR REASON

Raul C. Pangalangan

THE PRESS HAS FOUND THE METROPOLITAN Waterworks and Sewerage System rather secretive about its Laiban dam project. San Miguel Corp. has submitted an "unsolicited bid" to build the P10-billion Laiban dam in Tanay, Rizal, supposedly MWSS' main source of water for the next 30 years. It will secure new sources for the water supply of Metro Manila's 12 million residents for a decade (supposed to last us that point).

The people that government itself has identified other possible sources, the MWSS now plans to commit the government to a plan that will double the cost of water for every household in the city. Its investigation you indeed expect the chairman of the MWSS's policy-making board to sit on sick leave, other kinds of leave, or simply out of the office precisely during the times when they called.

The MWSS underwood of Ade Bondoc of the "double expenditure" of the Laiban deal. The MWSS gave competing bidders barely five working days to challenge San Miguel's proposal. As the Philippine Center for Investigative Journalism's Red Tuazon reported, even the MWSS called its rival bids on July 2, to fall due on July 8. As if that five-day deadline wasn't tight enough, on (Only 2) is Friday) the announcement was to come here posted on the MWSS website as required by new public-bidding rules.

This working days is complicated by two bids to put together a joint venture proposal to build and operate a dam. The measure that five-day period expires, the issue is here for the MWSS to give bids a deal with San Miguel. Clearly, this was nothing but a pro forma compliance with the law's requirement that an unsolicited bid like San Miguel's be vetted by giving outsiders an opportunity to bother. San Miguel's office. Called a "bona challenge," it is supposed to be a checking device to ensure that public works deals were above board. The MWSS five-day period treated as if it is a legal cover to railroad a project on deal.

The MWSS did not post a prerequisite notice on July 2, but it conveniently left out the identity of San Miguel. Indeed it was kept behind which would be used to cancel the contract. Only on July 3, but it conveniently left out the identity of San Miguel. Indeed it was kept behind which had earlier issued a press release declaring that it had made an offer to the MWSS.)

The such appears even more suspect since the government had in the past shown a flagging interest in securing water from Laiban. As recent as in 2003, Laiban was included in an MWSS master plan. Indeed, Laiban is also the only possible alternative source for Metro Manila. So the government once dropped Laiban from the ADB study as it sought financing from the Chinese government during President Macapagal-Arroyo's first term. (Chinese were not loaded for the ZTE-NBN controversy exploded, and MIC now seen it is nothing Japanese funding.

Even more significantly, a well-known dam-construction consortium had even come to the MWSS (in 2007), expressing interest in the Laiban project but it was opposed by the Philippine government. So why the sudden government interest now that it is San Miguel that is making the offer? Who allow an unsolicited proposal when identified "priority projects" are usually subject of solicited proposals?

Worse, the contract has been kept secret from the National Economic and Development Authority staff? Under's representative in the MWSS board, even senior technical consultants. Director Soriano General Rubio Reinoso, himself wasn't given a copy of the contract. It was confidential, he was told. It had likewise been kept from the private sector-investors in the MWSS committee.

Heck, Congress was even given a perfunctory notice on the MWSS asking for an explanation for the "take or pay" clause that would in effect compel the government to pay even for unused water. The MWSS response was disingenuous: No, the government is not guaranteeing the investor's claim in case of default. Under was quick on the reminder. That doesn't matter a bankruptcy court is often the worst are really guarantees the investor's profit and uses public money to insulate him from the usual risk that any business must face in the open market.

In a climate, but leftist consideration of the economic and business of plain-Filipino, business and "Damn government guarantee does security pursuit-to-debt guarantee has other guaranteed underwriting by the government is well, including ... guaranteed payments for the output which is very necessary for steel. ... Clearly, another guarantee is guaranteed payments ... can be guaranteed as direct government guarantee (against) market risk by the private proponent."

Now, the MWSS is in the incredible need the Hells, the two greatest water concessionaires for Metro Manila—Manila Water and Maynilad—have also been left in the dark, literally no more Assumptions consumers of Lahar's water for should the deal push through, the most immediate impact would be felt by the concessionaires, who have to pass on to the consumer the higher cost of water due to the take-or-pay guarantee by the government.

Hells, we pay for water a lot of take-or-pay clauses at the height the power crisis—those infamous "Arrieta-ets" of 1992—and today we continue to pay a still price to the Independent Power Producers. With Laiban, we are not so much talking about the cost of water per cubic meter but there is one additional but fundamental difference. With water, we deal with a monopoly that is way beyond our needed power to control, and proudly claim to make inappropriate guarantees other cause hell upon our heads when waters God wills into our rivers. That is an enormous risk, and only a transparent process will satisfy the constitutional right to information of a public nature and every Filipino's right to clean and affordable water.

Comments to pasalangan@gmail.com

Avelino Cruz, GMA's odd man out

ANALYSIS

Armando Doronila

IN A FORUM ON WEDNESDAY OF THE INDEPENDENT Bar of the Philippines, former Defense Secretary Avelino Cruz Jr. warned about a "disturbing pattern" showing that President Macapagal-Arroyo might perpetrate herself in power. In the forum, which addressed the theme of martial law, Cruz's speech reflected the lingering public memory over the period of a declaration of martial law in the run-up to the presidential election in May 2010, as a step toward the extension of the President's stay in office beyond her constitutional term.

At the same forum, the IBP decided to join the protest against the harassing measures on Monday when the President delivers her State of the Nation Address, against a plan in Congress to grant her the convening of a constituent assembly to consider amendments to the Constitution. This plan is widely perceived and opposed by the public to be the opening gambit to take through amendments seeking to shift to a parliamentary system and allowing the lifting of term limits.

The decision of the IBP, the largest confederation of lawyers in the country, is a rare high-profile show of force by the lawyers to signal the message that there are marching in the streets to be counted on the side of democracy in the event of attempts opposing extension of the presidential tenure.

In Manila, Cruz, who resigned from the Cabinet on Nov. 5, 2006, after opposing President Arroyo's plan to declare martial law in 2005, outlined the pattern of events pointing to attempts to perpetuate Arroyo in power. He cited the shuffling of generals from key to less important posts as a prelude to the imposition of martial law. Cruz also noted that there were at least 50 retired military generals and police officials occupying key positions in the Arroyo administration, indicating consolidation of the administration's "grip on the country's security apparatus."

Cruz noted that from the original eight Supreme Court justices who abrogated the people's initiative (backed by President Arroyo) to amend the Constitution in 2006, the number is down to "just three." To their place, President Arroyo has already appointed new Supreme Court justices. She is poised to appoint three more before June this year to term.

The warnings of Cruz came on the heels of a recent survey by Pulse Asia which found that 7 out of every 10 Filipinos did not approve of martial law. The survey found that the number of Filipinos who "disagree" with martial law showed a significant increase of 11 percentage points—from 57 percent in October 2008 to 68 percent in February.

In an interview after his talk at the IBP forum, Cruz told me that in the last quarter of 2005, when he visited Washington, he met Defense Secretary Ronald Rumsfeld, Deputy Secretary of State Rich Dellick and a senior official at the National Security Council. They warned him that Washington was opposed to a plan by President Arroyo to declare a national emergency in the wake of the resignation of the so-called "Hyatt 10" senior government officials and the widespread demand for her to step down, after the "Hello, Garci" tapes revealed alleged presidential intervention in the canvass of the votes in the 2004 election.

Cruz quoted Rumsfeld as saying, "It's the [US] policy to support democratic processes. We are against declaration of national emergency." He said he registered this to the President.

On Feb. 24, 2006, Mr Arroyo issued Presidential Proclamation 1017 placing the country under a state of emergency. She said the proclamation was promulgated by a plot to oust the use her power to govern. The proclamation was issued in the face of the legal opposition and "military adventurism." She lifted the proclamation after a week, after her economic managers pressed for it.

In the Cabinet, Cruz opposed the 1017. This put him in disfavor with the hawks in the Cabinet, led by hawkish Executive Secretary Eduardo Ermita, Justice Secretary Raul Gonzalez, Presidential Adviser Gabriel Claudio and Executive Secretary Eduardo Ermita. Cruz was not included in the crisis committee created to manage the threat during the proclamation period, despite the fact that he was defense secretary.

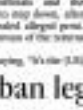
Let me add that he had planned to quit the Cabinet in December 2005, but the last straw was the Supreme Court decision on Oct. 25, 2006, junking the people's initiative to amend the Constitution. The Court branded the Palm-backed proposal to shift to a parliamentary form of government as "deceptive and misleading."

Cruz recited the list of the Cabinet hard hawks for his opposition to the proclamation of martial law. Cruz objected to using the military and police in suppress dissent and to protect the country in under siege by a united opposition, which would justify the establishment of a martial law type regime.

In 2006, the position of Cruz as defense secretary was sharply different from that of Juan Ponce Enrile, Marcos' defense secretary. From the time Marcos proposed the foundation of martial law in 1971 up to the declaration in September 1972, Enrile played a key role every step of the way. During the three years at Mr. Arroyo's defense secretary, Cruz was always a thorn on the side of the martial law cabal.

Beyond the urban legend

AT LARGE



Rina Jimenez-David

IT'S THE STUFF OF URBAN LEGEND. A MAN wakes up and finds himself lying eye-to-eye back to back in a bathtub filled with ice. As in *Lord of the Flies*? Before he attempts to stand, he finds creating pain, and when he looks down at his torso, he finds reasoning scars on either side of his abdomen. There he realizes that he had fallen prey to a criminal syndicate, one that specializes in organ harvesting, and that his two kidneys had just become part of the latest harvest.

This story indeed just be a tale born of lewd imaginations, but reports do have it that indeed not just on the Net but in real life, Most recently, said The President put a stop to the practice, foreign kidney patients traveled to the country to undergo kidney transplants, using donor kidneys illegally sold by unfortunate Filipinos, usually in exchange for money.

The situation became so serious that in 2003 the World Health Organization (WHO) listed the Philippines as one of the top five organ-trafficking countries in the world.

The "organ traffickers" in these cases may not have been mature gangsters but respected medical professionals and their recruiters (usually prominent members of the community). And the kidneys they sold were not those harvested from executed prisoners but those unwittingly and illegally harvested. But the arrangement still smacked of exploitation, giving rise to grave questions of medical ethics and professionalism.

Most willingly, the Philippine Society of Nephrology, the medical society of specialists dealing with kidney disease, vehemently opposed the entire "kidney for sale" arrangement. They argued that it left the poor donors vulnerable to many complications, and that it could easily prove life threatening. But unlike the people to whom they sold their kidneys, they would not be in a position to seek treatment for their health problems, much less pay for a healthy kidney, if they should need one.

* * *

ILET now an even more evil, nefarious scheme has emerged involving foreigners in need of kidney transplants and Filipino "donors." This time, the pandemic have no need to recruit Filipinos and just for new kidneys. They simply marry the donors.

Some two months ago, Social Welfare Secretary Esperanza Cabral disapproved the application for a kidney transplant of a South Korean national's husband. Cabral, who has been his new Filipino wife. Cabral and the Medical Kidney Institute board, suspecting it was a sham marriage, put a stop to the planned procedure. "Clearly it was not a situation of a living donor. It has been originally contemplated but was an organ sale," Cabral said.

In a press release, the National Commission on the Role of Filipino Women (NCRFW) lauded Cabral for her "firm action" to stop foreigners engaged in trafficking of Filipina women on the pretext of marrying them."

While there is a law against so-called "mail-order brides" and the trafficking of women in the guise of arranged marriages, the government of a link with organ trafficking has added a thorny angle to an already dicey issue.

In fact, Cabral has noted an increase in marriages between foreigners and Filipinas in the wake of the President's ban on organ donations from Filipinos to foreigners who are unrelated or unknown to them. Marriages, it seems, is one way of getting around the new rules.

* * *

I AGREE with the PSN and other critics of the "kidney-for-sale" scheme that there is nothing wrong with organ donations per se, to other countries, patients usually go on a list, taking their proper turn in the queue. Unlike the Filipino "healthy donor" with a matching dead donor. The alternative is to look for a "living donor," and in some countries, the list of eligible donors is limited to blood relatives, spouses or in-laws, friends and volunteers who donate an organ (or part of an organ) out of compassion with no money exchanged.

A marriage of convenience for purposes of organ harvesting falls somewhere between the two. Perhaps what is needed at this point is the tightening of the rules of evidence regarding the validity of the proposed marriage and the health status of the foreigner-spouse. How long should the marriage endure (one year? five years?)—between the marriage and a proposed spousal organ donation suffice to initiate the process?

* * *

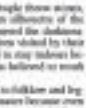
SET first things first. WCRW chair Myrna T. Yap said that it is about time that Republic Act No. 9208 or the Anti-Trafficking in Persons Act of 2003 was strictly implemented and those found violating the law, including foreigners, should be prosecuted and penalized to the fullest extent. She also urged the prosecutors to be more vigilant in the trade, from those enabling marriage fraud, to those engaged in "recruitment to exports and via ports, to the criminals employed to embassies and labor offices.

Recount that as a member of the Inter-Agency Council Against Trafficking (IACAT), the NCRFW has undertaken several measures to help implement the provisions of RA 9208. The IACAT is chaired by the Department of Justice and co-chaired by the DSWD.

The NCRFW, Yap said, has also helped in the formulation of the National Strategic Action Plan against Trafficking Children (2000-2015). That covers as a roadmap in undertaking an **18 trafficking activities in three major areas**: prevention, protection, and recovery and reintegration.

The world before science

LOOKING BACK



Ambeth R. Ocampo

I THINK WE'D EXPECT BIGGER ARE OFTEN LEFT disappointed. The longest solar eclipse of the century—twice as long as the last one—hit the Philippines. Those who hoped for a spectacular show waited in vain.

When you hear "solar eclipse," we expect darkness to cover the face of the earth as depicted in films showing the crucifixion of Christ. There was no total darkness, only a dimming of light. The Philippines is living memory and the only other one I found was an eclipse in the 17th century that brought terror upon the Spanish Philippines. This eclipse occurred at midday when the sun should be at its peak, when trees and buildings should cast their shortest shadows, symbolic of light and honour. One can only imagine what it was like to have darkness at noon, when people had to illuminate their dwellings with torch and candle and confused roosters crowed. It must have been terrifying to see stars at midday, but when the sun came out it was greeted with sighs of relief and general rejoicing. What inspired fear was not the darkness, but the thought that the darkness would be permanent.

We who live at the dawn of the 21st century like to believe we are more advanced, more enlightened compared to people of centuries past. But the fear that comforts and eclipses anymore: we look forward to them. I remember Kidlat Tahimik was killed as the "comet of the century." Like many people, I waited for it with a toy telescope in the car—but did not show up. I have lived through a number of partial eclipses and lunar eclipses, and still wait for a visible total eclipse.

Before modern astronomy, Filipinos believed in the existence of a giant lizard or dragon that was capable of swallowing the flaming orb. When the sun disappeared at daytime, it was thought to be in the dragon's mouth or gut that necessitated its release. I'm not sure if this is peculiarly Filipino, but many ancient peoples believed in cosmic battles between heavenly creatures and the sun, moon and stars. Ancient Chinese astronomers recorded eclipses as early as 2137 BC. Chinese astronomers were also the first to record the appearance of Halley's comet in 240 BC. Ancient

Free market vs common good

LETTERS

IN HIS LETTER, "THE HIGH PRICE TO HAVING drug-free medicine prices" (Inquirer, 7/13/09), Presidential Adviser Roberto R. Romulo invoked "the commitment of our nation to a free market economy" in his effort to derail the implementation of the Cheaper Medicines Law (CML). According to him, it is the market, not legislation, that should fix medicine prices.

What commitment to a "free market economy" is Romulo talking about? Romulo is telling us the government is to respect the debt conditions imposed by the World Bank International Monetary Fund upon the Philippines as a debtor nation. Then conditions require the government to pursue liberalization, deregulation, privatization and ensure a level playing field—in short, free trade—in the economy. Under these conditions, sovereignty resides in the market, not in the people—which is the economic arrangement responsible for the economic crisis opposing the world today.

Under our Constitution, the government is committed "to promote the common good," not to leave it to the promotion of the common good to the play of a "free market economy." Under Sec. 15, Article 11 of the Constitution, the government is expressly mandated "to protect and promote the right to health of the (Filipino) people." After decades of inaction on the notoriously convoluted medicine prices perpetrated in our country by greedy multinational drug companies, the government has finally acted by enacting the CML. Only the signature of President Macapagal-Arroyo on the executive order implementing the CML is missing.

Will Ms. Arroyo sign the executive order or allow the multinational drug companies to "voluntarily" bring down medicine prices? Based on the latest indications from Malacañang, she is likely to let the multinational drug companies reduce medicine prices voluntarily. ("Palace backtracks on issuing EO on cheaper medicines," Inquirer, 7/16/09).

In short, as usual under the Arroyo regime, the sovereignty of the market, not that of the people, will prevail.

—SIMEON SALINGOING,
1101 Union Square Condominium,
141 12th Ave.,
Cubao, Quezon City

Suspicious proposal re coco levy shares in SMC

THIS IS A REACTION TO THE LETTER TITLED "Bank to sell coco levy shares in SMC linked to 2010 election?" sent by Jerry T. Feuniran, executive director of the Coconut Industry Reform Movement, Diliman, 7/3/09). Precisely, I strongly oppose the move of Solicitor General and concurrently Acting Justice Secretary Agnes Devanadera to "ask the Supreme Court to allow the government to sell a 24 percent stake in SMC."

As pointed out by Feuniran in his letter to the Inquirer, "the permission sought from the Supreme Court to sell the shares made no mention of where the funds will go or how (they) will be used." If the cash to sell the shares of the coconut farmers is linked to the forthcoming 2010 elections, I will strongly oppose said condition it.

On the other hand, I am all for the motion for clarification filed by various groups and individuals under the Multisectoral Task Force (MSTF) for coco levy recovery. Likewise, I support Quezon Rep. Precious Aurelio's House Resolution 1024 "asking government agencies to explain what had happened to the coco levy shares in SMC." (San Miguel Corp.)."

—CESINO TOMAS B. SILAR,
vice mayor, Bayanihan, Laguna

Radicals' opposition to CARP principled

THE INCREDIBLE LEFTISTS HAVE OFFICIALLY ended "Like foreign lasso" recommendation viewed the opposition of the "radical sectoral representatives" in the Comprehensive Agrarian Reform Program (Government's Reform). (Carper) as an unholy alliance with landlords. This is the second time an economic editorial tagged us as being in cahoots with landlords. We detest this biased and misinformed view.

"Unholy alliance" suggests expediency. But our position on Carper is not based on expediency but on our study and on the actual experience of peasants and farmworkers. Our position is founded on the historical struggle of the Filipino peasantry for genuine land reform and the continuing quest for justice for the martyrs of the Mendiola and Hacienda Luisita massacres.

Since its passage in 1988, we have driven the line against CARP, a bogus land reform program that allowed big landlords a legal escape to evade the breakup of vast estates of land. CARP catered to the World Bank's view of market-oriented land reform that led to the proliferation of landlord agribusiness with foreign agri-businesses, and made the country more vulnerable to global land grabbing. Further, CARP was used as a counterinsurgency program to water down the Filipino peasantry's resistance and put struggle for land ownership.

The struggling farmers' experience in militarized hacienda like Hacienda Luisita in Tarlac, hacienda San Antonio and Dona Isabela, Hacienda Looc in Batangas, Hacienda Tala in Laguna, to name a few, are concrete proof of CARP's failure.

We firmly hold on to this principled position and expound it in the halls of Congress by filing House Bill 3099 (the Genuine Agrarian Reform Bill), the dollar-so-called "populist" public opinion on Carper to the extreme that we participated in the Catholic Church-sponsored National Rural Congress, articulating our opposition to CARP.

In the House of Representatives, exemplars of the dubious claim on Carper, from the senator-sponsor to the deputy speaker, will show that we engaged in principled debates, forcing the bill's proponents into admitting the "unresolved defects" of the law and the failure of "the so-called 'reform'" in the bill to address those defects.

Hansa records will show how many landlords voted for Carper on the ground that its shares option to landlords is acceptable to them, some of them rehearing the proponents' line that it is better to have a law that gives the illusion of reform than to have no illusion at all. Can there be an alliance more unholy than they who speak with the same tongue?

By refusing our principled stand against Carper as an "unholy alliance with landlords," the editorial insulted the farmers who are struggling for genuine agrarian reform. In fact, the injustice is shallow and baseless.

—RENE "RAMON" CABANAS,
party-list representative,
Anakpawis,
chair, Kilusang Magbubukid ng Pilipinas,
South Wing 602,
House of Representatives,
Batasan Hills, Quezon City

RP should help fight Somali pirates

PRESIDENT MACAPAGAL-Arroyo should be very concerned about the piracy in the Gulf of Aden, considering that majority of the hostages held by the Somali pirates are Filipinos.

The entire Filipino nation has expressed great concern for the Filipino seamen manning foreign ships vulnerable to attacks by Somali pirates. As the commander in chief of the Armed Forces of Philippines, Mr. Arroyo should send Philippine Navy ships to the Gulf of Aden to help in the fight against Somali pirates. As a member of the United Nations, the Philippines is involved in peacekeeping missions abroad...the more reason it is obliged to help protect our seamen from falling prey to Somali pirates. It is high time that our Philippine Navy participated in peacekeeping the Somali pirates too.

In fact, the Philippine Navy should station three or more battleships in the Somali Sea and Gulf of Aden as part of the UN battle group in the fight against piracy. The commitment of every UN member country in the fight against piracy and other crimes on the high seas must be secured.

—ABDULRAUF V. ALAMIL,
Rosario, Tawi-Tawi

Prime requisite for financial success

THE CORE MESSAGE IN WASHington Irving's phenomenal success is neatly expressed in the last page of his biography ("Washington Irving: A Bookkeeper's Life," 1935 copyright).

Indeed, moral value, ethics if you will, is the prime requisite even for financial success, as Washington aptly shows.

Aspirants for greatness and a second name—oh yes, every body...some of them, for the rare chance of success in life.

—TERRY S. GARCIA, M.D.,
Terrygarcia1@sbcglobal.com

Bangko Sentral ng Pilipinas
Maynila, Philippines

BIDS AND AWARDS COMMITTEE

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

The Bangko Sentral ng Pilipinas (BSP), through its Bids and Awards Committee (BAC), invites bidders to apply for eligibility and to bid for the following projects:

Name of Project/Brief Description	Lots (To be supply, installation and commissioning of the following:
	• Four (4) units new Primary Chilled Water Pump • Two (2) units new Secondary Chilled Water Pump • Two (2) units new Condenser Water Cooling Water Pump (ref: BSP Bidding of Mech. Equipment Extension and Technical Building)
Approved Budget for the Contract	₱ xx,xx0,000.00
Completion Period	Within one (1) months endorsement from the date stipulated in the Notice to Proceed

Prospective bidders should submit not more than three (3) similar requirements (supply, installation and commissioning) and will undergo shortlisted process/es and completed from CSAM to present according to at most fifty percent (50%) of the Approved Budget for the Contract (ABC). Pre-Eligibility Screening/Post-Qualification will be conducted to determine the bidder's compliance with the minimum eligibility criteria. Post-qualification of the lowest calculated bid will be conducted.

All participants relative to Eligibility Statement and Screening, Bid Security, Performance Security, Taxes, Forfeiture of Bids, Post-qualification and Award of Contract shall be governed by the pertinent provisions of Republic Act No. 9184 and its implementing Rules and Regulations (IRR).

The complete schedule of activities is listed, as follows:

Activities	Schedule
1. Issuance of Bid Documents	Starting 27 July 2009 From 8:00 A.M. to 5:00 P.M. only
2. Pre-Bid Conference	07 August 2009 10:00 A.M.
3. Opening of Bids	12 August 2009 2:00 P.M.
4. Bid Evaluation	Three days or in accordance with the prescribed period allowed in the IRR
5. Post-qualification	Three days or in accordance with the prescribed period allowed in the IRR
6. Notice of Award	Within seven (7) days from the date of the resolution of the BAC (Sec. 37.3 of R.A. No. 9184 dated 10 January 2003, as amended)

Bid documents will be available only to prospective bidders upon payment of a non-refundable fee of ₱10,000.00.

The BSP reserves the right to reject any or all bids/proposals, or declare the bidding a failure, or not award the contract, and violation of any/some bid/s conform shall be entered into as a result of this invitation.

(Sgd.) AMANDO TETANGCO, JR.
Governor

(PIA—July 24, 2009)

Across the NATION

GMA orders stop to offensives vs MILF

PRESIDENT MACAPAGAL-ARROYO YESTERDAY ordered the suspension of military offensives against Moro rebels in a move that one of her aides said was aimed at opening up avenues for the resumption of peace talks.

The Moro Islamic Liberation Front said it was examining the President's order with its own suspension of offensives against the Armed Forces of the Philippines.

Talks with the separatist MILF broke down last year when the government accused the rebels of launching attacks on civilian communities after the Supreme Court's throw-out a preliminary peace deal.

Rafael Seguis, chief government negotiator, said Mr Arroyo's order was issued as you visiting a conducive atmosphere for the resumption of talks. It will allow safer homecoming of thousands of the displaced to return to their homes and farms.

He called Thursday's declaration a confidence-building measure.

Gil Kabuk, civil-military chief of the MILF, welcomed the government move.

"This is a positive development. The MILF will be issuing a statement soon. We still have to meet," Kabuk told the Inquirer by phone.

Asked what would be the MILF's response, Kabuk said: "We cannot speculate, but judging from past experience, we responded positively."

"If the government has its focus, we will also have a suspension of activities," he said.

Bp Antonio Ledesma, chairman of the Catholic Bishops Conference of the Philippines, welcomed the development.

He said: "We are very comfortable [about] the [government's] unilateral declaration of ceasefire."

Archbishop Orlando Quevedo, apostolic administrator of Cotabato City, said: "We are praying that this will lead to a lasting peace."

Quevedo urged Moro rebels and government soldiers to stop the bloodshed.

"From the depths of my soul I can only cry out in all anguish: 'Enough is enough!'" he said.

Quevedo, former president of the Catholic Bishops Conference of the Philippines, said: "No more bombardments, no more killings, no more displacement of families and suffering in a senseless war."

In an appeal read for him by Fr Rene Sioson Mumar OMI, Oblates of Mary Immaculate provincial superior, Quevedo asked Moro rebels and government soldiers to stop the bloodshed.

"From the depths of my soul I can only cry out in all anguish: 'Enough is enough!'" he said.

"Not every combatant killed, maimed or civilians caught in the crossfire is a terrorist," said Quevedo, former president of the Catholic Bishops Conference of the Philippines.

He said women in evacuation centers "give birth to babies under dismal conditions."

Sometimes, he said, "beg for food and water, they struggle for life in the most miserable situation."

"They die as statistics. Such human tragedy is to said, has spanned beyond retaliatory encounters elsewhere in our region," he said. Carlo Agcaoili, *Agam D. Rimando and Jeoffrey Maitem, Inquirer Mindanao, with AP; with reports from Christian Esguerra and Jocelyn Uy*

ASSISTANCE
A soldier helps an ill-year-old Manobo woman have a drop-off point for donations in a village in Agan City after receiving her share in food pot. Soldiers, local government officials and ABS-CBN employees helped distribute the food aid and organize a medical and dental mission in the area.

No classes in Calapan City as flu spread alarms execs

CLASSES WERE SUSPENDED IN THE entire city of Calapan, Mindoro Oriental, as authorities expressed alarm at the rapid spread of the A(H1N1) virus that is taking more and more children to the city ill every day, according to the city mayor.

Mayor Pedrito Salvador Leachon said the suspension was ordered by the Department of Education.

He said parents were advised to "strictly compel their children to stay at home for self-quarantine."

"Im confirmed (a cases were reported) in the city.

On Monday, the city council declared a state of calamity as a result of the outbreak.

Dr. Nestor Santiago Jr., third health division, said there are now 10 flu cases in Aklan and 18 in Camarines Sur.

The spread of the virus continued elsewhere, infecting at least five students of the Central Luzon State University (CLSU) in the Science City of Muñoz, Nueva Ecija.

Elizabeth Ann Cuhit, dean of student affairs, said one of the 900 students with flu symptoms died on Monday but officials could not confirm if the death was caused by the virus.

She said the student was taken to a hospital in Cabanatuan City but fell into a coma en route to the hospital and died on Monday.

Cuhit said doctors recommended an autopsy to determine the cause of death but the student's family had refused it.

In Cebu, the Department of Health Central Visayas office said tremors of the Manila Luzon Luzon Luzon and Luzon (A(H1N1)...

Dr. Corazon Rimando, spokesperson of the DOH Pandemic Influenza Incident Command, said although six tremors were confirmed with the virus, there was no cause for alarm.

Supt. Ramon Dalupa Jr., Mandaue City police warden, said an inmate died on Friday not because of A(H1N1) but because of cardiac arrest. *Madonna T. Virola and Ephraim Aguilar, Inquirer Southern Luzon, Anselmo Roque, Inquirer Central Luzon and Jhonnel Napallacan, Inquirer Visayas*

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NEWSBRIEFS

■ BONGNABAL CITY

Grenade blast kills 2

TWO PERSONS were killed and three others were wounded when a grenade accidentally went off at a drinking session in Barangay, South Cotabato, on Tuesday night, police said.

Senior Supt. Robert Rioveras said one of the victims was trying with the grenade when it fell on the ground and blew up, the identified the dead as Johnny Marcelo, 33, and Rene Villanueva, 30. *Joel Boy Rabor, Inquirer Mindanao*

■ TACLOBAN CITY

2 dead in NPA ambush

TWO SOLDIERS and a civilian were killed in an ambush by New People's Army (NPA) rebels in a village in Mondejar, Compostela Valley, on Wednesday, the military said.

Maj. Randolph Cabangbang, spokesperson of the military's Eastern Mindanao Command, identified the slain as Sgt. Wenefel Sakcaluna and Cpl. Fernman Cabalog Jr., both of the 1000rd Infantry Brigade Special Operations Team (SOT), and Jaime Lumanog(?) leader Juan Dachum.

Cit. Noel Ibañez, 1000rd Brigade chief, said the soldiers were on patrol and in civilian clothes when they were to talk with village officials for a medical mission. *Frinzie L. Lim, Inquirer Mindanao*

■ TUGUEGARAO CITY

Fire hits school

A FIRE gutted at least six classrooms of an elementary school in Baggao, Cagayan, on Sunday, police said.

Senior Supt. Mario Virgilio Lacson, Cagayan police director, said the classrooms in two buildings of the San Jose Elementary School were forcibly opened, causing suspicions of arson. *Filimon Visaya Jr., Inquirer Northern Luzon*

■ BATANGAS CITY

Killings over land

A DISPUTE over land boundary led to the death of a man and his son in Pinamalis, Balayan, on Saturday night, police said.

Supt. Ramiro Garcia, Batangas police chief, identified the hacking fatalities as Emiliano Cueto, 71, and his son Edwin, both of Sitio Lagundian, Barangay Calantas, Rosario.

Their neighbors—Alexander Arbilla, 63, and his son Adrian—were taken to the Batangas Regional Hospital in Balayan City for treatment of wounds.

Garcia said the Cuetos and Arbilas were farming when they argued over the boundary of their lots. They later fought one another with knives and bolos, he said. *Marvin Erika Landia, Inquirer Southern Luzon*

■ NAGA CITY

NPAs target Globe

AT LEAST 20 communist rebels burned another Globe cell site in Tabaco City, Albay, on Monday, after company officials refused to pay "revolutionary taxes." *Jonas Zabala-Bobis, Inquirer Southern Luzon*

■ EVENTS

Rodriguez: 78

LANTUB Roberto Nogales Rodriguez died last July 21. He was 78. He is survived by his siblings Nilda R. Reyes, Judge Jesus R. Rodriguez, Judge Nemesio R. Rodriguez, Teresa R. Jalandoni, Manuel R. Rodriguez and darlene R. Rodriguez; brothers and sisters-in-law; nieces; nephews; and grandnieces and nephews.

His wishes will be brought to Bacolod City today, July 24, where a wake will be held at 30th corner Gerona Apuhardo Streets. Bacolod City, their ancestral home.

Burial will be on Saturday, July 25, 2009, at the Bacolod Memorial Park after a 9 a.m. Mass.

Rob, as he was kindly called by his colleagues, worked with the Development Bank of the Philippines (DBP) Legal Department in Manila and later in Bacolod City. He was a graduate of the Ateneo de Manila University.

At the time of his death, he was with the staff of Justice Mario Guariña at the Court of Appeals.

Emergency declared in village over flu

TACLOBAN CITY— The municipality of Bayboy declared a state of emergency in one of its barangays after nine children tested positive for the A(H1N1) virus.

Dr. Herman Mabaw, Department of Health (DOH) assistant regional director for Eastern Visayas, said the nine children were students of a public elementary school in Barangay Guadalupe.

Dr. Jennifer Abierin, of the Leyte health office, said the DOH sent a team last week to the Guadalupe Elementary School after seven returning reports that 10% of the school's students had flu symptoms.

The Guadalupe Elementary School has a student population of 283 while the village, which is about 8 km from the Bayboy town center, has 2,024 residents.

The declaration of a state of emergency in Guadalupe now the first in the region, while the DOH said has 192 confirmed A(H1N1) cases. At least 57 of the cases are in Tacloban City.

Mabaw said the DOH would provide Tamiflu capsules to the local government unit of Bayboy. *Joey A. Gabieta, Inquirer Visayas*

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DODGED MARCH A R1 unit refills around the perimeter of the Batasan session hall on Thursday to secure it for President Arroyo's State on Monday. About 10,000 policemen will be deployed inside and in the vicinity of the legislative building. Militant groups in Metro Manila and around the country have scheduled massive protest rallies on State day on Monday. EDITH LLANTO

Cory serene as Pope letter read to her

From page A1

to the Philippines.

Adams relayed the Pope's message through a letter that was delivered early afternoon to Aquino at Makati Medical Center by Dionisya de Villa, the former Philippine ambassador to the Vatican.

"She smiled, she nodded her head," De Villa told the Inquirer in a telephone interview. "Even in her weakness, the former President exuded an aura of serenity."

De Villa said the Pope had known about the condition of Aquino, who is well known as a "faithful witness and daughter" of the Church.

"She gave everything for her country and had forgiven (the assassins of former Sen. Benigno "Ninoy" Aquino Jr.)," De Villa said of the heroine of the 1986 Edsa People Power Revolution.

"She never wanted to become president, but she accepted it to give democracy back to us," De Villa added.

Holy Father's message

Said Archbishop Adams in his letter to Aquino: "Cardinal Bertone has consistently stated that the Pope is spiritually close to Your Excellency in your suffering.

"The Holy Father has asked that you be informed that he is remembering you in his prayers. At the same time, he invokes upon you the blessing of Almighty God: Father, Son and Holy Spirit, in pledge of healing and comfort."

Adams also said Masses were being held for the former President.

"Your Excellency, I would also like to promise you the continuing prayers of the archeparchy and of the community of the Apostolic Visitation. Masses are being said here for you," he said in his letter.

Aquino gave "a big smile" after the Pope's message was read, according to De Villa.

"Fr. Catalino Arevalo then asked her if she wanted a Mass said at her bedside, and she said yes," De Villa said.

The Mass was attended by Aquino daughters Pinky, Kid and Ballsy, a number of grandchildren, and doctors and nurses attending to her.

Pain management

The former President's condition has not improved since she was taken to the hospital late last month for weakness and loss of appetite. She was diagnosed with colon cancer early in 2008.

She is now in pain, according to her nephew Rafael Lopa.

"What (the doctors are) trying to do is manage her pain so she doesn't suffer any further," Lopa told reporters after the fourth of five healing Masses was celebrated yesterday at Manila City Hall.

Lopa said his aunt was being administered painkillers and was "asleep most of the time."

"Usually the medicines given to her make her sleep in order for her to get the right amount of rest that she needs," he said, adding:

"Whenever she's awake, she speaks with her children, who take turns watching over her."

Lopa also said the family was very thankful for the concern and prayers for the former President.

"The family can't thank the Filipino people enough because all the love that (they've been showing) helps alleviate the pain that she and her family have been going through," he said.

Power of prayer

Masses for Aquino's healing are being said daily in churches and other prayer centers nationwide.

As though to demonstrate the power of prayer, her longtime driver, Teody Lansangan, admitted that he became prayerful after his boss was diagnosed with colon cancer early last year.

"I was not a person who prayed, but when she fell ill I started praying on (for somehow, in my own way, I could be of help to her," said Lansangan, 68, who has been serving the Aquino family for the past 16 years.

Lansangan attended yesterday's Mass at Manila City Hall along with Dresdee Sto. Tomas, Aquino's spokesperson, Judy Roxas, the mother of Sen. Mar Roxas and a close friend of the family, and Imp. Mel Mamaril, Aquino's class-in security for the past 25 years.

Also in attendance were Manila Mayor Alfredo Lim and other City Hall officials and employees, most of whom were dressed in Aquino's signature yellow.

Great help

Lansangan said that wherever he accompanied Aquino in Mass and she noticed that he had not received communion, she would prod him to do so.

"That's how she is—very religious, very prayerful," he said. "I hope she recovers. I want her to live longer because she has been a great help to many people."

Lansangan said Aquino had put all his children through school. "Three of my four children are now professionals, thanks to her. And up to now she has been supporting the education of my youngest child, who's now a college sophomore. Also because of her help, my eldest is now working in the United States," he said.

The former President's concern and assistance prodding even led him to stop his smoking and occasional drinking, said Lansangan, who also serves as the caretaker of the Aquino residence in Quezon City.

Like a family member

He said he treasured the way his employers had treated him and his family.

"They never looked down on us; they always treated us as part of their own family. She did not mind eating meals with us, even when she was still the President."

Like Lansangan, Manuel only had good words for his boss.

"I pity her, but I guess we can't do anything about God's will," a teary-eyed Manuel said. "She herself always told us that if God loves you, He will give you suffering and you just have to accept it."

Yellow ribbons

Aquino's friends yesterday rallied on the people to construct the yellow ribbons that symbolized the democracy icon's crusade to end Ferdinand Marcos' dictatorship in the 1980s.

"As a final tribute to Cory, let us display yellow ribbons on cars, homes, offices, houses. Cory, hindi ka mapipiyo (you are not alone)," Margie Juico, Aquino's longtime secretary and the editor of a book on the Aquino presidency said in a text message.

The bounty "In a Yellow Ribbon" was a favorite song of Ninoy Aquino, who was killed while escorted by military aviation security men upon his arrival on Aug. 21, 1983, from the United States at the international airport that now bears his name.

His murder sparked nationwide outrage and street protests marked by a sea of yellow confetti.

The Marcos dictatorship was toppled in February 1986. Aquino served as President from 1986 to 1992. With a report from Jhoma Pecson Inquirer

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SPORTS
Editor Teddy A. Fernandez • Assistant Editor Francis T. J. Dilena

RP five holds back punches, yields to SK

SEE COMMENTARY
Lyn—Others Spar II o Francois Filipinos

By Mycong B. Cuerdo

MACHANG, TAPEH COUNTY—WITH A little fortuitous favor and some industrious flurry, possibly top flyweight-boxing Filipinos will be ready for the Fifa Asia Pro-del Championships qualifying.

Yong Gomez will ordered to lay claim all his medals and the Filipinos lost narrowly to Asian heavyweight Iloria, 63-80, Thursday night in a Semi-Cup game at the Hanahaong Gymnasium that is expected to benefit the Filipinos more when it matters in matchworks.

"I was very tempted to play Gema (Nicanor) in some tiebreaker to effect the early outside shoot-," Team said. "But I would want to reserve that (play) for China (in the Fifa-Asia). I also would have gotten a lot more (offensively) from James (Yap) and Jayjay (Helterbrand)."

When asked if he thought that Iloria played straight, Team said, "They wanted to win."

Even with disinfectioner Helterbrand and big-spot-ace Jondy, the Filipinos still managed to nail down 10 triples, the same total Iloria converted.

"The Filipinos' little less on the games seven-

FILIPINO sharpshooter Jayjay Helterbrand drives past a Lebanese defender in Wednesday's game. Coach Yeng Guiao sprangle used Helterbrand against the Koreans to take his area.

Aguilar a cinch as PBA's top draft pick

By Mycong Cuerdo

AGUILAR

TAPEI—JAYSON Aguilar had long made up his mind to join the coming PBA Rookie Draft. The only question then is if he would be selected No. 1 overall.

"There's no doubt about that, we will select Japeth," said Yeng Guiao, who calls the shots for Barangay Ginebra, which owns the first overall selection in the Aug. 23 rookie draft.

"I firmly believe that he will be the new dominant big man in the PBA."

Aguilar has shown his worth in just five games with the best in the PBA. Despite having joined the Philippine Team only more than a month ago, he has emerged as the best defender in the squad.

"I still have a lot of things to work on," Aguilar told a handful of Filipino writers in Philippines Wednesday night after dinner. "Do you think I'll be selected first overall?"

Aguilar has shown the raw ability to work both inside and outside in offense, to defend rebounds and to play above the rim.

Aside from signing, the others considered as shoo-in first-round picks are former La Salle ace Rico Maierhofer, guard Chris Ross and former UAAP MVP Jervy Cruz of Santa Teresa.

Aguilar said he would be available whenever the Philippine team duty calls, even for the Smart Gilas national development squad.

* * *

Omar Feghali and Bali El-Sheikh of Lebanon and Osama Dagher of Jordan, all veterans in Taiwanese-ball, do not rank the Philippines among the region's top 5 going into the Fiba-Asia qualifiers in Tianjin, China, starting Aug. 6.

Feghali, who played with Taiwanese outfit under John Thompson at Louisiana State U, thinks the current Asian rankings should be China first, Lebanon second, Iran and Jordan tied for third, Korea fifth and Japan sixth.

Dagher, Jordan's 6-foot-3 point guard who also played college ball in the US, believes that Jordan, China, Iran, Lebanon and Korea will compete for the three semi-slots in Tianjin.

El-Sheikh said Lebanon, China, Jordan and Iran have the inside track to the top three slots to be dropped in Tianjin, China.

Torre, 3 other Pinoys trip Zonal rivals

HO CHI MINH CITY, VIETNAM—Grandmaster Eugene Torre downed Kamagon Arkhakittikorn of Thailand to lead three other Filipino winners in the opener of the Asian Zone 3.3 chess championship at the Hot Hotel on Thursday.

After handling their respective Vietnamese foes to share the early lead in the nine-round tournament were Cebu Doctor Layko and Elbek Rustgou and Internationalists Richard Bitoon.

Top-seed GM Wesley So, however, was held to a draw by Vietnamese Hoa Nhoc Le Hong Nguyen, and so did IM Rolando Tinder by Nguyen Manh Truong.

Lady-bested Yeu Ngoc Lan, reaching the 1-point-ground by Bitoon and Hungaro over Dung Yen Quoc and Nguyen Man Tuan, respectively.

The 37-year-old Torre, the country's second highest-rated player behind So based on the latest Fide quarterly ratings, easily disposed of Arkhakittikorn with the white pieces to spark the Filipinos' charge.

Lascuña 2 behind leaders after a 68

SAGUNTO—ANTONIO LASCUÑA SHOT a 9-under-par 68 and leaded the Iranian by just two strokes after the first round of the Mediterranean Open golf tournament at the Escorpa Golf Club, PGA course Thursday.

Antonio Hindmarsh was the next Filipino competitor after a 69 with Michael Bibat carding a 70 and rookie Angelo Rivera a 71.

The rest of the RP scores: 73—Mardo Diamonday, Marc Pinto and Gene Rondez; 74—Jacob Pangan; 75—Pete Pagunsan; 77—Jessie Dimacuha.

* * *

Aaron Rose Acuna

Disgruntled sports officials plan Malacañang protest rally

By Marc Anthony Reyes

SPORTS OFFICIALS ARE PLANNING to stage a rally to air their gripes against the Philippine Sports Commission.

Feeling they're being officially getting financial help from the PSC, provisional secretary general Cito Reyes said officials will march to Malacañang to seek an audience with President Macapagal-Arroyo.

Reyes declared in the radio program "Usapang POC" that, "unlike before," the PSC has not been giving them financial assistance.

He does has been set for the rally, however, and Reyes did not see who will participate in the march.

Pesudo called in one of 27 sports to be engaged in the coming Southeast Asian Games in Laos, where only the gutsiest gold medalists, according to PSC chair Harry Angping, should be sent.

Meanwhile, Angping said he will not oppose a plea by the Armed Forces of the Philippines to recall its athletes in the national pool so they could serve their respective mother units.

"These athletes hardly report to their military units because they have [to attend] seminars from the PSC," said Angping. "Their supervisor in the military said some of them may have already forgotten how to salute."

A total of 188 national athletes are active members of the Army, Navy, Air Force and Philippine National Police.

Angping said that apart from their AFP salaries, these athletes receive monthly allowances of up to P35,000 from the PSC plus incentives.

Romero, Malaysian exec: ABL will thrive

By Cordell P. Tapao

MALAYSIAN BILLIONAIRE TONY Fernandes is confident that the once-a-re launched Asean Basketball League (ABL) will become a major sporting event not only in the region but in the whole of Asia as well.

Fernandes, whose company Airbase Group recently forged a partnership with the Philippine Basketball Association (PBA) champion the Oakland Raiders, is convinced basketball has the potential to grow as big and popular as football in the Asian region.

"I'm not really a good player but basketball is easy to play and understand," said Fernandes, a former amateur of the league. "I'm already excited with the launching of the tournament."

Fernandes said the visit of Robert Bryant of the Los Angeles Lakers in the Maxil state Wednesday is to pave way for the league, which will officially launch in October or the first or in Manila.

Fernandes had informed talks with other shareholders, including Harbour Center owner Mikee Romero, an Iran Indian Rohs and his entourage arrived at the National Indoor Stadium here.

Asking if Fernandez and Romero in the meeting were ABC 5 president Bobby Ramirez and Rick Arnold of Harbour Center, media mogul Erik Tolan of businessmen and several other officials.

Romero, who is joining forces with ABC 5 owner Tony Boy Cojuangco in forming the Manila franchise, said the group will come up with various conventions by next week to look into players contracts, officiating and format.

Petron beach volley third leg gets going in Lingayen

SUNGO ESPADOTO: ASIA Chapters and Asians Mendes are back to try their luck in the finals of the 2009 Petron Ladies' Beach Volleyball Tournament at Patok Mendes Resort in Lingayen, Pangasinan.

After making it to the semifinals of the tournament's two other legs, Lingayen could likely end Day to go all the way this time but with different partners in tow.

Deputies Archelyn Jamia teams up with Apol Sison, while Mercedes Kierulf-Lucas Mendez to as he partner in this two-day event backed by Petron, Speedo and Milo.

Opposition is expected to come from April Abanados, a Cebu-based La Salle University-Dumaguete communications art senior, who rounded the semifinals of the Bohol Champions in November last year to Pacific Princesses.

Abanados will be joined this time with Jennifer Mesquites.

Seven other teams are entered in the tournament.

La Salle-Zobel hosts I. Tunes race today

THE LOONEY TUNES ACTORS FROM ELEMENTARY SCHOOL TOO MANY TIMES TO CALL A TIME-ZONE on Saturday, Bunni, Bugs Bunny, Elmer Fudd, Daffy Duck and Porky Pig will be joining the Looney Tunes Dash 5K Run/Walk at the Ayala Triangle Gardens in Makati City with 20 to 30 minute past their parents expected to participate.

The fifth leg of the school-hopping running circuit was originally scheduled last weekend but had to be moved due to heavy rains. Today's race is slated at 6:30 a.m. around the Zobel Oval.

Highlight of the event is a running clinic to be conducted by coach Richard Cruz, a La Salle alumni coach with 14 years of experience in providing training, strength and conditioning programs to athletes, celebrities, students and running enthusiasts.

DBP Development Bank of the Philippines

INVITATION TO PRE-QUALIFY
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UNDER THE
ENVIRONMENTAL DEVELOPMENT PROJECT (EDP)

The Development Bank of the Philippines (DBP) has received a loan from the Japan International Cooperation Agency (JICA) in the amount of not more than JPY24.068 Billion (PHP10.1 Billion) for extending to eligible sub-projects under the EDP, which covers 11 sectors, namely: Water Supply and Sanitation; Solid Waste Management; Industrial Pollution Control; and Solid Health Care Hazardous Waste Management.

To aid in the implementation of the EDP, DBP will procure consultancy services under the Technical Assistance (TA) component of the EDP. In this regard, DBP is now inviting interested Philippine and international consulting firms to submit Expressions of Interest (EOI) to pre-qualify for the consultancy services under the EDP-TA component.

The TA component shall essentially consist of, but not limited to: Strategy Formulation, Project Promotion, Manuals Preparation, Sub-project Appraisal, Sub-project Implementation, Sub-project Monitoring, Capacity Development, Multi-stakeholder Coordination, and Report Preparation.

Please note that eligible consulting firms are required to have at least five (5) years of experience in the implementation of similar environmental projects. Furthermore, given the complexity of the EDP, consulting firms may associate with other local or foreign firms to compose the full range of expertise needed.

Interested consulting firms shall signify their intentions to participate and provide their company profiles, including brochures, indicating that they are qualified to perform the required consultancy services. The said documents shall contain relevant information about the company's background, core personnel's credentials and availability, organizational capacity and policies, past and present assignments of similar nature to the EDP in highly-developed and developing countries, etc. Interested consulting firms will be shortlisted based on company track record, workforce competency, and work processes.

Invitations to bid for the consultancy services shall be issued to shortlisted consulting firms in accordance with the JBIC Procurement Guidelines as of January 2008.

Interested consulting firms may obtain further information by calling SAUP Paul D. Lauzon, AM Mariemelle P. Concepcion or SAE Noel A. Arriola at Tel. No. 832.8.1888 loc. 2342/2352 or Fax No. 832.8.810.917 from Monday to Friday, 9:00 AM to 4:30 PM. Please submit five (5) sets of EOI, company profile, and brochure addressed to the Undersigned and delivered to Program Development and Finance (PDF) Head Office, 8th Flr., Philippine Development Bank, Makati City on or before 4:30 PM on August 14, 2009. Late submission will not be honored.

(Sgd.) BENEDICTO ERNESTO R. BITONIO, JR.
Executive Vice President

Attaining energy security

First 7 months of Republic Act No. 9513
"The Renewable Energy Act of 2009"
(signed December 16, 2008)

Implementing Rules and Regulations
(signed May 25, 2009)

Republic Act 9513, otherwise known as the "The Renewable Energy Act of 2008," was signed by President Gloria Macapagal Arroyo on December 16, 2008, and took effect on January 30, 2009. It provided the Department of Energy the legal and institutional framework for harmonizing the regulation and administration of the development and utilization of renewable energy resources and technologies.

As mandated by the said law, the DOE conducted regional consultations capped by a national consultation toward the formulation of the Implementing Rules and Regulations of RA 9513. The IRR was signed on May 25, 2009 and became effective on June 12, 2009, coinciding with this year's celebration of Philippine Independence Day.

The DOE through its Renewable Energy Management Division (REMD) facilitated the drafting of government guidelines for the transparent and competitive mode of awarding contracts to the private sector for the commercialization and utilization of renewable resources in the country pursuant to RA 9513 and related laws.

As mandated by the Mini-Hydro Law, DOE-REMD has issued, from the second semester of 2008 to the first semester of 2009, 12 Recommendatory Permits. It has already screened eight nonexistent hydro sites with an approximate capacity of 8.515 MW.

It has also administered the Ocean, Solar and Wind Law and processed applications for OSW contracts. The applicants have sought to develop renewable resources from various sites located all over the country.

The DOE has also endorsed 26 companies for Security and Exchange Commission registration and six Overseas projects to the Board of Investments for availment of incentives under the Omnibus Investment Code.

Table 1. List of proponents issued with mini-hydro reconnaissance permit

NRP/RP No.	Project Title	Location	MW	Proponent
2008-10-01	Cotmangan 4B	A-Mangan, Bangued	9	Pidi Hydroelectric Power Corporation
2008-10-04	Cotmangan 4AWP	Mangan, Cotmangan, Abra(Sur)	9	Abra Power Corporation
2008-10-05	Tiwan 1 MHP	Tiwan, Ilagan	2.1	Isa Alan Power Corporation
2008-10-06	Tiwan 2 MHP	Tiwan, Ilagan	4.1	Isa Alan Power Corporation
2008-10-11	Tiwan 3 MHP	Tiwan, Ilagan	3	Isa Alan Power Corporation
2008-10-12	Dalin MHP	San Agustin, Antigan del Sur	10	DNR Consultants
2008-10-13	Banggan MHP	Lina, Alimodian, Iloilo	1.5	Clean and Green Energy Resources Inc.
2008-10-14	Cadalayo MHP	Dumon, Bohol	2.2	Isa Alan Power Corporation
2009-03-01	Dumalneg Upper Cascade	Maddeg, Adams	4.0	Oriental Energy & Power Generation Corporation
2009-03-02	Dumalneg Lower Cascade	Maddeg, Adams	3.5	Oriental Energy & Power Generation Corporation
2009-03-07	Tumalim	Maddeg, Adams	10.0	Oriental Energy & Power Generation Corporation

Table 2. List of applicants for OSW Production-Sharing Contracts

APPLICANTS	SITES	SIGNATORIES
Hermosa Philippine Renewable Corporation (HPRC)	Burgos, Laguna; Pirilla, Nasid, Abra de Ilog, Occidental Mindoro	Unconditional APEC Agreement for the PSTC and PSCC
Consolidated Energy Corporation	Ilog, Negros Occidental; Bais City, Bayawan, Tanjay, Pamplona, Negros Oriental	120-acre pre-qualification
Trans-Asia Renewable Energy Corporation (TARECO)	El Nido (undetermined)	Awaiting TARECO's guaranteed notice in accordance with enactment area as be required by an entity developed w.r.t. RA 9513 Sec.

Table 3. RE companies endorsed for SEC registration

No.	Company	Project	Location	Capacity	Month/Year Endorsed
1	Aurora Green Energy Renewable Energy Corporation	Aurora City	50MW	50MW	Jan 2008
2	Cotmangan Hydroelectric Corporation	Abra (Sur)	9MW	9MW	September 2008
3	Cotmangan Power and Energy Co., Inc.	Abra (Sur)	9MW	9MW	September 2008
4	Cotmangan Power Corporation	Abra (Sur)	9MW	9MW	September 2008
5	Tiwan Hydroelectric Corporation	Aurora (Sur)	9MW	9MW	September 2008
6	Philippine Geothermal Oil Exploration Co.	Aurora (Sur)	9MW	9MW	September 2008
7	Tiwan Green Energy Development, Inc.	Ilagan City	10MW	10MW	October 2008
8	Cotmangan Mini-Hydro Power Corporation	Abra (Sur)	9MW	9MW	October 2008
9	Cotmangan Mini-Hydro Power Corporation	Abra (Sur)	9MW	9MW	October 2008
10	Tiwan Green Energy Development Corporation	Ilagan City	10MW	10MW	October 2008
11	Tiwan Mini-Hydro Power Corporation	Ilagan City	10MW	10MW	October 2008
12	Tiwan Green Energy Development Corporation	Ilagan City	10MW	10MW	October 2008
13	Tiwan Mini-Hydro Power Corporation	Ilagan City	10MW	10MW	October 2008
14	Tiwan Green Energy Development Corporation	Ilagan City	10MW	10MW	October 2008
15	Tiwan Mini-Hydro Power Corporation	Ilagan City	10MW	10MW	October 2008
16	Tiwan Green Energy Development Corporation	Ilagan City	10MW	10MW	October 2008
17	Tiwan Mini-Hydro Power Corporation	Ilagan City	10MW	10MW	October 2008
18	Tiwan Green Energy Development Corporation	Ilagan City	10MW	10MW	October 2008
19	Tiwan Mini-Hydro Power Corporation	Ilagan City	10MW	10MW	October 2008
20	Tiwan Green Energy Development Corporation	Ilagan City	10MW	10MW	October 2008
21	Tiwan Mini-Hydro Power Corporation	Ilagan City	10MW	10MW	October 2008
22	Tiwan Green Energy Development Corporation	Ilagan City	10MW	10MW	October 2008
23	Tiwan Mini-Hydro Power Corporation	Ilagan City	10MW	10MW	October 2008
24	Tiwan Green Energy Development Corporation	Ilagan City	10MW	10MW	October 2008
25	Tiwan Mini-Hydro Power Corporation	Ilagan City	10MW	10MW	October 2008
26	Tiwan Green Energy Development Corporation	Ilagan City	10MW	10MW	October 2008

Table 4. List of projects endorsed for BOI registration.

No.	Company	Project	Location	Capacity	Month/Year Endorsed
1	SAEH	3 sets (Unit1, Unit2, Unit3) Plant	Ilagan City	3.4 MW	July 2008
2	Republic Cement Corporation	Waste Heat Recovery System	Batangas, Bicol	4.5 MW	September 2008
3	Global Green (SL) Corp.	Biomass (multi-fuel/feedstock)	Pinan, Zamboanga, Norte Cotta	17.5 GWh/yr MW	February 2009

Table 5. List of assessed mini/micro-hydro sites.

NO.	SITE	CAPACITY (MW)
1	Dibuluan, Aurora (Site 1)	0.5
2	Dibuluan, Aurora (Site 2)	0.5
3	Dibuluan, Aurora (Site 3)	0.5
4	Dingalan, Aurora	0.5
5	San Mariano, Isabela (Site 1)	2.5
6	San Mariano, Isabela (Site 2)	2.5
7	San Mariano, Isabela (Site 3)	2.5
8	San Mariano, Isabela (Site 4)	0.05
9	San Fernando, Cagayan	0.005
	TOTAL	8.515

Barangay Electrification Program (BEP) Using RE Systems

Funds for the electrification of forty nine (49) barangays and installation of seven (7) mini-hydro projects were released in the second semester of 2008. Three (3) barangays were energized during the said semester.

Project proposal for the electrification of forty seven (47) barangays were prepared and finalized during the first semester of 2009. Memorandum of Agreement with Philippine National Oil Company (PNOC) was also finalized for its implementation.

Table 6 shows the cumulative accomplishment of the BEP since its inception in 1999

YEAR	NUMBER OF BARANGAYS ELECTRIFIED
1999	5
2000	5
2001	5
2002	5
2003	5
2004	5
2005	5
2006	5
2007	5
2008	5
2009	49
TOTAL	548

Energy Savings & Safety Tips

Aircon

If you leave the room for a long time, turn off your air-conditioner. It uses less electricity to cool a temperature down again when you return, than if you left it running.

Turn off unused lights and other appliances that gather heat.

Lighting alone account for as much as one half of the load of the air-conditioning unit. Use low wattage but efficient lamps.

Change incandescent to compact fluorescent lamp. An incandescent bulb is much hotter a heater than a light source. Almost 40% of the electricity used to light it up is released into heat.

Use a small electric fan to spread cooled air to every corner. This allows the coolant to then "layering" and settling to the floor.

Choose an air-conditioning unit with High Energy Efficiency Ratio" (EER). High EER for a more efficient unit. Pair the unit with Level (ER) and economize further.

Refrigerators and Freezers

Defrost refrigerators regularly. Make sure to not too much ice of. Ice puts up to three feet on the compressor.

Check refrigerator if it is not keeping its cool because of a leaking gasket. Test the gasket by closing the door on a piece of cloth. If the cloth can move you pull on it, either the gasket needs a replacement or the door needs adjusting.

Clean the condenser coils of refrigerators to ensure for the buildup and ensure proper air flow. Install in such a location, as much as possible, away from sunlight.

Don't set the thermostat colder to get it cooled on the theory that it will freeze faster.

Choose the right size or capacity of refrigerator suitable to your need. Large capacity or too bigger means compressor that requires more power to run.

Choose a refrigerator with high "Energy Efficiency Factor" (EEF). High EEF has more efficient motor than the one with lower EEF, and consumes less electricity.

Kitchen Appliances

Do not boil water in an open pan use. Cover pan or pot to lid. It is to conserve heat than. Thus it is boiling keep it with a low flame as possible.

Always clean range top burners and reflectors. It helps to reflect more heat concerning the energy.

Switch the electric stove to "low" when the food begins to boil.

Turn off electric stove shortly before cooking time is up on the hotplate. The heating element will stay hot just enough to finish the job without using more electricity.

Never use metal pans on large heating elements you electric stovetop. The heating element will get warped. Uneven heat like this reduces the efficiency of the pan is low to the air.

Thaw all ingredients evenly when cooking to avoid frequent switching on and off the electric stove. Thaw frozen food thoroughly before cooking.

Laundry Appliances

Avoid washing partial loads. Run until you reach machine capacity.

Use cold dirty clothes available, the right before. Avoid having to use the washing machine twice.

Wash heavy and light weight laundry separately. Heavy washes require different settings.

Dryness clothes dryer uses large amount of energy today's clothes. Practice using the old-fashioned clothesline. Clothes get a fresh sunshine smell to line washes.

Tips for efficient driving

Plan all trips. Plan the timing and the route of your trips such that you will avoid being caught in the "thick" of traffic. Know your regular route and always have an alternate route to travel.

Avoid rashes' "jack-starts". Gradual acceleration in driving can save as much as one kilometer per liter compared to rapid acceleration.

Keep speed down and drive at steady speeds. Some economical with regular cars have indicated a 25% improvement in fuel economy when speeds are reduced from 120 to 80 kph.

Contador zeroes in on 2nd Tour victory

LE GRAND-BORNAND, FRANCE—Alberto Contador used Wednesday's third and final alpine stage of the Tour de France to make a further step toward a second victory in cycling's showcase event, yet it was not enough to bring doom within the Astana team.

The 26-year-old Spaniard, following another impressive run through the mountains, handed one more blow to his rivals when he tightened his grip on the yellow jersey by taking second place in the 17th stage behind Frank Schleck of Luxembourg.

Just days before the two rode on the Champs-Elysees, Contador leads his closest challenger, Frank Schleck's younger brother Andy, by 2 minutes, 26 seconds.

Contador's Astana teammate Lance Armstrong, still nursing at a podium finish, dropped to fourth overall at the end of the 184 km stage between Bourg-Saint-Maurice and Le Grand-Bornand.

The 37-year-old Texan, who is set to announce his new team for next season on Thursday, could not sustain the pace of the leading group in the grueling ascent to the Col de Romme.

Contador, only one of five men with a victory to his three Grands Tours—France, Italy, Spain—made a bold move when he tried to drop the Schlecks in the Col de la Colombiere, the day's last climb.

Contador's attack did not harm the brothers but it proved fatal to his teammate Jose Angel Gomez Vallejo of Germany, who lost fifth overall 4:44 back.

Armstrong was quick to criticize the move on his Twitter feed.

"Getting lots of questions why Alberto Contador attacked and dropped Klodi. I still haven't figured it out either. Oh well," Armstrong wrote. AP

TOUR leader Alberto Contador (left) dusters Andy Schleck in the climb through the Alps. AP

Blu Boys stay alive, slip past Botswana

SASKATOON, CANADA—THE PHILIPpines scrambled past never-prone Botswana, 7-5, Wednesday but will need more than a win against Denmark to reach the quarterfinal round of the 2009 World Men's Softball Championship.

Although cooler, 10-3, the Blu Boys, jolted by five Botswana scorers in the third and fourth innings, opened a 6-0 lead that eventually carried the Philippines to a 1-3 record in Pool A.

But even if they prevail over Denmark Thursday (Friday in Manila), the Filipinos need a virtual miracle to secure the fourth and last quarterfinal spot by subset finished like a runner three-way tie at the end of the elimination series with Japan and Britain.

The Britons, beaten 4-3 by the Blu Boys in their first game last week, suddenly moved into contention by upending Japan, which finished the Philippines, 7-5, on Tuesday.

Japan is expected to have no debuting champion New Zealand on Thursday while Britain, although facing certain defeat against the United States late Wednesday, is a cinch against winless Botswana also on Thursday.

If the Philippines, Japan and Britain all tie up tied at 4-3, the statistic, runs-against record of all three teams will settle the deadlock, with the top two teams joining New Zealand and US in the next round.

The Blu Boys need a three-hit attack aided by two errors to build a 4-1 lead in the third inning. They added two more runs in the fourth off three errors by winless Botswana pitching ace Boitumelo Mosimanyana.

Football-drawing Roger Rojas recovered half of the Buenavantas' 11 hits but picked up the win. Apol Bautista again shone at the plate by going 3 out of 4.

LA SALLE'S Poojie Barua tries to wriggle out of a UP double team of Alvin Padilla (right) and Mark Lopez in yesterday's game. EDDY ALVAREZ

Archers break ice; Tamaraws pull through

By Jasmina W. Pope

AGGRESSIVE PLAY MISSING IN LA SALLE'S previous games, came in free yesterday as the Green Archers posted their first UAAP victory with a 75-68 overtaking of the University of the Philippines Maroons in the men's basketball tournament at the Philsports Arena.

"In the previous games we were kind of nonchalant," said coach Franz Pumaren as the archers rebounded from their worst start in 23 years.

"A lot had been said about our 0-2 start. This is the youngest team that I've ever handled."

But Rookies Up Individual piece shooting in fashion out a 42-30 escape over Adamson and keep achieve may do for second place at 2-1.

Veteran guard Mark Barroca squeezed with 15 points, including a key jumper with 26.9 seconds left that capped FEU's comeback from eight points down, 61-69, in the fourth quarter.

"We had a bad performance even at the free throw line," said FEU coach Glenn Capacio. "We couldn't score on open chuck range, and the execution was bad. But a win is a win."

Forward Jonas Magahia came off the bench with 13 points to help the Archers improve to 1-2.

Joshua Webb finished with 21 points after starting in a second half spurt that gave the Archers their first double-digit lead at 43-34.

Rabbi Maluleo added 16, including seven triples, in a 22-0 run that gave the Archers their biggest edge at 62-47.

The Tamaraws, who missed 17 of 27 free throws, shattered a 50-50 deadlock with a basket by rookie Bill Barrios.

The scores
First Game
LA SALLE (75—Magahia 13, Webb 21, Webb 12, Villanueva 5, Mendoza 6, Barroca 15, Barua 5, Brondial 2, Mallari 2, Mendoza 0, Mendoza 0, Mendoza 0, Cruz 0)
UP (68—Agbayani 19, Torres 12, Pedida 12, Lopez 6, Pe-Jose 6, Ramos 4, Alejandro 3, Quiambao 2, Cabanag 2, Ambanloc 2, Mendoza 2, Ignacio 0, Jacinto 0)
Quarterscores: 15-15, 29-31, 50-41, 75-68
Second Game
FEU (68—Barroca 15, Canaya 11, Gonzales 11, Dionisio 10, Tungcab 5, Dionisio 4, Tungcab 4, Arnaiz 2, Pinkian 2, Pinkian 2, Lao-Lao 2, Lopez 2, Cabanag 2)
ADAMSON (61—Gonzalez 19, Gabisan 10, Gonzalez 10, Lojera 8, Ayson 5, Cabacar 3, Mercado 2, Ayson 2, Quiambao 1)
Quarterscores: 13-13, 29-30, 51-42, 68-61

Surging Red Lions, Knights tangle

By Cedelf P. Tupas

INSPIRED BY THREE STRAIGHT BLOWOUT victories, defending champion San Beda gets its finally test Tuesday as the NCAA's two winningest schools renew their rivalry at the PBSP Flying F Arena in San Juan.

"We have been having lopsided victories and it's time to prove that we can beat big teams like Letran," said coach Frankie Lim, who is seeking his third straight title that will raise San Beda's overall haul to 18.

But getting past the Knights in their 2 p.m. encounter is easier said than done although the Lions have shown tenderness form by whipping their last three rivals by an average margin of 27 points.

After languishing in the cellar following defeats to Jean-Mical U and Arellano, Letran is seen riding the wave of a similar three-game winning run that included an 86-69 hacking of St. Benilde last Monday.

"It's going to be a battle that's for sure," said veteran coach Louie Alas, who entered the school as three of his league best 16 championships in 1998, 2003 and 2005. "We cannot afford to make mistakes against San Beda. They can make you pay even for the slightest mistake."

In Tuesday's other game, Perpetual Help's winning slide values is slashs Perpetual Help at 4 p.m.

The Blazers will try to rediscover the form that vaulted them to a 2-0 start while the 40-year stint to get out of a four-game jam as the bottom ends Mapua and game teams Angeles U Foundation and Emilio Aguinaldo.

The scores
First Game
LETRAN (86—Sumalinog 19, Ramos 17, Gamboa 12, Pascual 11, Pascual 10, Pascual 9, Pascual 8, Pascual 7, Pascual 6, Pascual 5, Pascual 4, Pascual 3, Pascual 2, Pascual 1)
Quarterscores: 15-15, 29-31, 50-41, 75-68
Second Game
SAN BEDA (69—Pascual 19, Pascual 17, Pascual 12, Pascual 11, Pascual 10, Pascual 9, Pascual 8, Pascual 7, Pascual 6, Pascual 5, Pascual 4, Pascual 3, Pascual 2, Pascual 1)
Quarterscores: 15-15, 29-31, 50-41, 75-68

SLO-PITCH KINGS Players and team officials of the Cebuana Lhuillier squad pose for posterity after beating Morales and winning the Manila Slo-pitch Baseball League championship recently. Pero Pulido-Tolabut did it in the eight-team tournament. Powering Cebuana to the title were best pitcher Mark San Ramirez, best hitter Rony Buenaagua and best defensive player Jerome Bacatan.

SPORTSWATCH

SEA Games update in Scoop

"THE COMMISSIONER'S DIARY OF MISSION 10," the latest installment in Commissioner Tim Cornejo, Mario Tanchangco of super bakeas, head the list of guests in the Scoop sa Philippine Herald at 11 a.m. today at Kamayan Hotel in Manila Francisco Manila.

Pasay derby fires off today

SOME EIGHT EIGHTEEN ON THE AIR ON THE Jaja and Friends 3-Cock Derby starting at 9 a.m. today at the Pasay City Cockpit.

The prize of ₱2 million in the derby headed by the Jaja Group is open to the public and is ₱200,000, according to PCC pit managers Leo dela Rosa and Ramon Dizon. Entry fee is ₱6,000.

Meanwhile, sportswriter Gerry Ramos of the National Cockers Alliance topped the veteran's 23rd anniversary 6-Cock Derby last week which drew 132 entries.

SJC Cup Gets 5-cocker set

A SUBMARINE ELE PRIZE OF ₱1 MILLION awaits the champions in the Cup Gets Cockers 6-Cock Derby on July 26 at the San Juan Coliseum.

The derby, hosted by Sabungero Cup Corporation, requires an entry fee of ₱15,000.

Deadline for the submission of entries is 8 p.m. today. For inquiries, call 7250888 or 7250885.

The event comes on the heels of the 180-Eight SIGN Cup Cocker 1-Cock Derby last Wednesday.

By Top Choice
Ar Sta. Ana Park

Not enough of Kobe

See Sarmenta

DUR TELEVISION CONNECTION TO the NBA may have started 40 years ago with the Celtics and the Lakers.

There was no basketball TV network yet and no internet to keep us posted, 16-7. There were only a few plane flights from one city to another, so players often got stranded in a different city a few days after they were played.

It didn't matter. We couldn't get enough of Bill Russell, John Havlicek, Jerry West, Elgin Baylor and Wilt Chamberlain.

Stats ahead, there would be none delayed games with Kareem Abdul-Jabbar and that elegant dipshook and the Sixers and the Knicks in epic fighting shows.

We dominated everything from the NBA, from player moves to referee powers.

I remember so many times certain teams copying NBA uniforms like those of the Atlanta Hawks of the 70s, the one that had three lines from the shoulder all the way to the shoes.

* * *

Larry Bird and Magic Johnson brought us to the threshold of the pervasive influence of basketball we see. Soon the Internet updated us on all the games and then more would be shown with fewer delays.

It was only a matter of time when better satellite links would give us NBA basketball anytime we wanted it: live, classic, or reruns.

That's why a brief visit by an NBA superstar is never quite enough.

We are a basketball-crazy nation and we know our NBA is the point of having arguments and discussions with others in the know. We want to see more of the American and now international stars of the NBA because we know them so well.

* * *

We understand that Kobe Bryant can only stay a day given his very tight schedule, having to say through three other countries during his visit to Asia.

But maybe in the future, we can have a little more time to have our fill of Paul Pierce, Dwayne Wade and others who make promotional pitches.

A longer stay will allow them to see our basketball passion as we love and gush over them, just as the Americans who have raped us way and weak in our basketball world.

* * *

Of course, there are logistical and security considerations. But we can imagine the impact of a longer stay than may include a trip to Cebu or a more intense clinic with young boys and girls?

The promotional benefits would be beyond expectations and give more a chance to see their NBA heroes in the flesh.

We welcome Bryant and all the other NBA stars that come to visit and we're just like any Filipino fans who root for victory in any arena in Asia more.

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and get fierce!

Subscribe to any of these exclusive plans and get a Beyonce "I Am...Sasha Fierce" CD and "The Beyonce Experience LIVE" Concert DVD for FREE!

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sandbox READY

SMART Gold, Sony Ericsson give away Beyonce Concert tickets!

Leading wireless services provider Smart Communications, Inc. (SMART), through its postpaid brand SMART Gold, and innovative global mobile brand Sony Ericsson give new SMART Gold subscribers CDs of Beyonce's latest album "I Am... Sasha Fierce", DVDs of "The Beyonce Experience" concert, and a chance to see Beyonce perform live in concert in Perth, Australia.

New SMART Gold subscribers availing of any of the following Sony Ericsson handsets — W580, W705, C901, D705, G502 — will each receive a CD of Beyonce's latest album "I Am... Sasha Fierce" and a DVD of "The Beyonce Experience" concert for free.

"Through SMART Gold, we reward the our subscribers to enjoy a great music experience by offering Sony Ericsson's feature-packed mobile phones that fit the music-loving subscriber's lifestyle," said SMART Marketing Group Head Annie Raval. "SMART Gold always offers great handset deals to perfectly match our subscribers' lifestyles to better serve them."

"When you combine the wide range of communication and entertainment features found in Sony Ericsson handsets, with SMART's innovative services and superior network coverage, subscribers are assured of the best mobile experience," said Sony Ericsson General Manager Dennis Alamzano.

Through the Beyonce Live promo, SMART Gold and Sony Ericsson also give subscribers a chance to watch Beyonce perform live in her "I Am..." concert in Richmond Dome, Perth Australia on September 24, 2009. Three lucky subscribers get a chance to win an all-expense-paid trip for two which will include roundtrip airfare for two persons, two-night hotel accommodation, and pocket money worth USD400.

To join the Beyonce Live raffle promo, SMART Gold subscribers just need to register to the raffle promo by texting BEYONCE<space> name/address/cellphone model and send to 1830. Promo is open to all SMART Gold subscribers who avail of any of the participating Sony Ericsson handsets within the promo period. Promo runs from July 24, 2009 to September 30, 2009.

Annie P. Raval
Marketing Group Head
SMART Communications, Inc.

Dennis Alamzano
General Manager
Sony Ericsson Mobile Communications Philippines

Aplus METRO
Editor Rolando S. Ulanday

Ateneo student hits, kills street sweeper in QC flyover mishap

By Nancy C. Carvajal

A FOREIGN STUDENT OF Ateneo de Manila University struck a street sweeper with his car yesterday morning on a flyover, sending the victim plummeting to his death on the street below.

The accident took place at around 8:30 a.m. on the Katipunan flyover in Quezon City, a police traffic investigator said.

PO2 Ponciano Bisa said that Yoon Ho, 28, a license tutor is making up political science at the university, surrendered to the police afterward.

He added that the student, who remains in their custody, would be charged with reckless imprudence resulting in homicide.

The victim was identified as Christopher Tamon, 38, a street sweeper under the contractual government's Out of School Youth Serving Youth's Economic Resiliency (Osmos) program.

Investigation showed that Tamon was sweeping the flyover when he was struck by the student's grey Toyota Vios (DBP-104).

Major impact

The impact sent him over the railings and onto the street below. It also crumpled the hood of the Korean student's car, shattered the windshield and left a dent in the flyover railings.

Concerned citizens immediately rushed Tamon to the nearby Quirino Memorial Hospital but he died before he could be treated.

The student's lawyer, Pedro de Quiros, said his client was on his way to school from their house in Wilder Phase when the accident happened.

Going uphill

The lawyer told the police that his client could not have been speeding because his car was going uphill.

"He is traumatized by the accident. He said he regularly takes that route and did not expect someone to be there [on the flyover]," the lawyer said.

In his statement to the police, the student said he tried to overtake the car in front of him, instead of overtaking on the left, however, he tried to overtake the car on the right, hitting the victim in the process.

"He did not see the victim because he never thought someone would be standing there," the student's lawyer told police.

DID YOU KNOW

ON AUG. 25, 1988, Dante de Morris exposed that Salvadoran is were planning to attack Manila and kill all Japanese in. This caused Ignacio to close their chain and assemble of Makabilang to demand protection. Governor General Ramon Blanco ignored them and request a P500 fine on Dante de Morris for causing panic.

CAPTL. [illegible] Inquirer Research

Antenna installer dies after falling off roof

By Jeannette I. Andrade

A TELECOMMUNICATIONS company worker was killed yesterday morning when he accidentally fell from the roof of one of the buildings on the Technological University of the Philippines (TUP) campus in Ermita, Manila.

Gregorio Antonio, Jr., a resident of Quezon Province in Sampaloc who worked for Mitsu Corporation, died due to multiple injuries in the head and body while undergoing maintenance at the school site.

PO2 Cesar Asuncion of the Manila Police District Homicide section said bystanders and homeowners in the area called a witness from the police station on the roof of the four-story College of Industrial Technology building where the victim accidentally fell.

Actor faces raps for violation of SSS rule

SCAMPO

By Julie M. Aurelio

THE SOCIAL SECURITY SYSTEM (SSS) has filed a complaint against actor Dellee Scampo after allegedly failed to present records of his workers at a station refilling the tires during an inspection in 2008.

In a one-page complaint filed with the Quezon City Prosecution Office, actor Scampo was accused of violating the Social Security Act of 1997 for not submitting the records of his workers for examination.

Under Republic Act 8282 or the Social Security Act of 1997, employers must present their workers' records to determine if they are complying with the law.

The complaint was filed on Tuesday by Dante Morano, an account officer of the SSS San Francisco del Monte Branch.

In his complaint, Morano said among his duties were to conduct a periodic inspection of employers' records and assess if they were delinquent in remitting SSS contributions.

He added that on May 9, 2008, he visited the Jeh Winery tires refilling station in Barangay Bagong Silangan, which he said was owned by Scampo, to conduct an inspection.

Among the documents he asked for were payrolls and other vouchers, appointment papers and time sheets, and other employee records. But the said Scampo failed to show the documents for bad reasons.

Morano added that he sent a demand letter on Dec. 10, 2008, asking Scampo to let him examine the records but to no avail.

Violation of R.A. 8282 is punishable by fines ranging from P5,000 to P10,000, as well as imprisonment ranging from six to 12 years.

Woman killed during visit to jailed partner

By Jeannette I. Andrade

A 25-YEAR-OLD WOMAN was strangled to death on Wednesday after she went during a conjugal visit to her detained partner in the Manila City Jail.

The body of Jean Fernandez, a resident of Interior 60, Zamora Street in Binondoan, Manila, was found in one of the jail's conjugal dalaw cells, just minutes after her partner, Rolino Dimas, 24, went out of the room and returned to his cell in dormitory 2 where he is being held on robbery charges.

PO2 Jaime Gonzales of the Manila Police District homicide section said that Fernandez's body was found at around 2:40 p.m. Wednesday by an inmate, Eduardo Nabua, who assisted in the conjugal visit room.

Gonzales pointed out that hours before she was killed, Fernandez entered the conjugal room with Dimas. At around 2:30 p.m., Dimas left the room alone.

Gonzales said upon leaving the robbery charge against Dimas, he would also be charged with murder.

Record boodle fight set for Taguig fiesta

By Allison W. Lopez

TAGUIG CITY WILL TRY TO SET a record on Sunday by having a boodle fight stretching more than 2 kilometers long to mark the Feast of Sto. Anang Buntot.

A Mass will be celebrated at 10 a.m. before the boodle fight. The food will be laid out on the street from 1,000 tables which will be set up on the streets of Barangay Hagonoy, Barangay Ibayo, Sta. Ana, Tuktukan and Tiraona.

The long line of tables will stretch from Lord Bluebird Avenue and General Luna Street Junction to Barangay Ibayo up to Diego Subdivision in Barangay Hagonoy.

Taguig Mayor Freddie Tinga yesterday called on residents to join the activity which is an attempt to break the city's unofficial record for the longest boodle fight in the world.

The feast day celebrates the 422nd anniversary of St. Anne's institution as patroness of the Parish Church of Taguig.

Other activities lined up for Sunday's event are the Band Jamboree contest featuring ceremony and the Regatta Kanoa.

The traditional fluvial parade or "pagoda" will start at 1 p.m. from the Bonifacio-on Shrine of St. Anne.

ATENEO FAMILY CONGRESS
Fr. Alberto V. Arejol S.J. (left), director for Parents Relations and Programs of the Ateneo High School, announces the holding of the Second Ateneo Family Congress during a press briefing held recently at the school campus. He said the congress, set on Aug. 8 at the Henry Irwin Lee Theater in Loyola Heights, is important in ensuring parents, teachers and school administrators "are on the same page" in terms of recognizing and meeting previous-day challenges in the holistic formation of the youth. With Father Arejol are Ateneo High School principal Fr. Raymond Bendico Mason S.J. (right), and Israel Philippines president Francis Glenn Yu, one of the congress speakers. CONTRIBUTED PHOTO

Big Pasig fire destroys P10M worth of property

By DJ Yap

A BIG FIRE DESTROYED P10 million worth of property in the warehouse of a headliner manufacturer early yesterday morning in Brgy. Ora, Antipolo City, said.

The blaze started at 1:35 a.m. at Francisco Smith on Acacia Street, Octagon Village in Barangay Dela Paz, according to the Pasig Fire Department.

The fire spread quickly since the warehouse had plenty of combustible materials, including paint, Styrofoam, paint thinners, solvent, and corrugating and molding machines, arson investigator PO2 Rolando Norberto said.

The investigator said there were only two possible fuse sources that could have sparked the blaze—the electrical wiring or the exhaust fan.

Norberto said they had ruled out the possibility of arson, considering there were no angka-tatlo workers and a guard inside the compound when the fire started.

Firefighters put out the fire which reached the fourth alarm at around 2:03 a.m., authorities added.

METROBRIEFS

Cops check slain talent manager's phone, records

HOMICIDE investigators said they were examining a slain talent manager's cell phone and monitoring agency application records for clues that could lead to the victim's killers. Chief Insp. Erwin Margarejo, chief of the Manila Police District's homicide section, said investigators have also looked into the killing of Nicanor Manzano, 50, owner of Body Plus Modelling and Talent Promotions, over robbery. The victim was stabbed to death on Monday inside the bathroom of his condominium unit at Bel-Universite Towers on Mendiola Street in Sampaloc. She (people said that the victim's father) took some P150,000 worth of cash and valuables as well as the talent manager's important documents. The police officials said they were now dealing with a telecommunications company to determine the identity of a man who reportedly called up the talent manager on his cell phone before his death. Margarejo said that apart from the victim's relatives, investigators are also looking into the records of Manzano's agency partners. Jeannette I. Andrade

Earthquake drill set for Makati public school students

MAKATI's public school students will be taught what to do in case of an earthquake during simultaneous drills to be held in the city today. Department of Education–Makati superintendent Elmira Rodriguez said the city's 38 public schools would join the drills to heighten their students' awareness, as well as that of teachers and other school personnel, in case of an earthquake. The drills in the city's 38 public elementary and 10 high schools will be held at 9 a.m. for morning classes and 2 p.m. for afternoon classes. Private schools, northern barangays, and Brgy. Olympia were excluded in holding the earthquake drill, she said. Allison W. Lopez

PASG agent in trouble over missing seized machine

AN AGENT of the Presidential Anti-Smuggling Group (PASG) is allegedly in hot water after a Regional Trial Court judge ordered him to check light on the mysterious disappearance of a P100-million counterfeiting machine seized during a joint operation by PASG and the Cabanatuan City police.

Cabanatuan City Judge Antonio Belmonte ordered PASG operative Rolando Nicolas to explain why the machine was not presented in court during the hearing of the case against Ronnie Ong, Ronnie Ong Jr. and Ronnie Ong III, who were charged with violating Republic Act 8484 or the Access Devices Regulation Act of 1998.

Nicolas was supposed to present the machine in court on July 15 but failed to do so.

Belmonte said Nicolas should

The WORLD

John Lawrence B. Ciencia

Doctor probed over Jackson's death

LOS ANGELES—INVESTIGATORS LOOKING INto the death of pop star Michael Jackson have seized new information to analyze or they narrow their focus in what could become a criminal investigation.

Almost one month after the death of Pop Idol, federal and local agents on Wednesday raided the Houston clinic of Conrad Murray, the personal physician Jackson hired in May to look after him as he prepared for a series of comeback concerts in London.

Among the items seized were files copied from an office based there and 21 documents, Murray's lawyer, Edward Chernoff, said authorities believed the records were "constituent evidence of the offense of manslaughter." He did not provide further details, and police said they do not consider Murray to be a suspect.

Authorities are investigating several doctors who associated with Jackson to see if they inappropriately provided him with prescription drugs.

In the weeks since he died, rumors about what killed him have been rife. Several members of Jackson's family have said they suspect food play his outrageous penchant for browsing on a powerful anesthetic, propofol. The drug was found in the Beverly Hills mansion Jackson was renting, according to a person with knowledge of the investigation who is not authorized to speak publicly.

Wednesday's raid of Murray's clinic in a lower-income area of south Houston was the most visible sign yet that Murray remains a central figure in the investigation.

On June 25, Murray found Jackson unconscious in a bedroom of Jackson's rented mansion, the lawyers has said, and tried to revive him and ultimately helped summon paramedics.

Police have twice interviewed Murray, including at the Los Angeles hospital where Jackson was taken and pronounced dead. The coroner's office wound up its own interview, which the lawyer opposed (or it may happen) after without Murray present, according to Miranda Lovelik, Chernoff's spokesperson. Chernoff would answer questions on the doctor's behalf.

"Based on Dr. Murray's statement to counsel and from Dr. Elsa description of Michael Jackson's last days, he should not be a target of criminal charges," Chernoff had told in a statement a day before the raid. "Dr. Murray was the last doctor treating (whom Michael believed died, and it seems all the facts in

directed toward him."

Murray also has a clinic in Las Vegas, which showed no signs of activity Wednesday.

Also Wednesday, Los Angeles County coroner's officials were piecing together Jackson's medical history from subpoenaed records related to toxicologist Cheslyn Lee's treatment of Jackson, according to Lee's spokesperson, Richards Fraser.

The registered nurse is cooperating with investigators but required a subpoena because the records were protected by law, Fraser said. AP

Asean rejects Clinton's call to expel Burma

CLINTON AP/FILE

BANGKOK—THE ASSOCIATION of Southeast Asian Nations will not consider expelling Burma (Myanmar) over the detention of pro-democracy leader Aung San Suu Kyi, rejecting US calls, Thailand's prime minister said on Thursday.

US Secretary of State Hillary Clinton told Thai television Wednesday that the regional bloc should consider kicking out the military-ruled member state if it does not free the Nobel laureate, who is on trial in prison.

But Thai Prime Minister Abhisit Vejjajiva, speaking at current chair of the 10-nation grouping, said that while Asean and the West "have the same goal, we cannot implement the same policy."

"There are not enough grounds to do that (expel Burma). We have already done what we can to the best of our mechanism," said Abhisit, referring to the group's public statements expressing concern over Aung San Suu Kyi's detention.

"If Burma is expelled it will harden it (rulers') heart (and) and would then solve the problem?"

Burma—Asean's problem child since it joined the bloc in 1997—recently sparked outrage by putting Aung San Suu Kyi on trial over an incident in which an American man, John Yettaw, swam to her lakeside house uninvited.

The ruling junta snubbed United Nations Secretary General Ban Ki-moon in early July by refusing to let him visit Aung San Suu Kyi in Yangon's notorious Insein prison, deepening concerns in the international community. AFP

More cost cuts sought from US drug industry

THE PHARMACEUTICAL INDUSTRY has pumped relatively unscathed so far in Washington's effort to overhaul the nation's health care system. But it is not sure for drugmakers to declare victory.

Despite the many published reports, $80 billion cost-saving promise the drug industry made to President Barack Obama and the chair of the Senate Finance Committee last month, some House leaders do not think the drugmakers have given enough.

Chief among them is Henry A. Waxman, chair of the House Energy and Commerce Committee, which is playing a lead role on the health overhaul.

For starters, Waxman wants the drug industry to give up an additional $65 billion over the next decade. That would come by securing a 2006 policy change that removed millions of low-income elderly from Medicaid drug coverage and had them pay higher prices for the same drugs under Medicare—a move he has called a "windfall for drug companies."

Billy Tauzin, head of the drug industry's main trade group, said that his members could not support that change. "What Waxman is trying to do, you not only break the deal, you break the back for us," said Tauzin, president of the Pharmaceutical Research and Manufacturers of America.

Waxman is also looking for a much tougher hospitals with drugmakers on another pivotal piece of the cost puzzle—the effort to allow generic competition in so-called biologic drugs, which represent the most expensive and fastest growing part of the market. The drugs, some of them used against cancer, account tens of thousands of dollars a year.

As a trade-off for opening that market to generic competitors by the first time, the Senate health committee last week secured 10-7 to give the same brand drug companies 12 years of exclusive marketing rights before any copycat biologic drug would go on the market. But Obama still wants to hold the line at seven years, his aides said Tuesday. And Waxman wants to offer the branch-name industry only five years of patent protection. AFP

Global hunt for swine flu vaccine intensifies

WASHINGTON — GOVERNments and scientists around the world stepped up the hunt for a vaccine to battle the swine flu pandemic on Wednesday, with Australia launching human trials as the virus spread.

US officials announced they were searching for volunteers to test their own trials of two swine flu vaccines and a Chinese drug company said it would soon test its own preparation to fight the A(H1N1) virus, which has killed more than 700 people worldwide.

British pharmaceutical giant GlaxoSmithKline also said Wednesday it was making "rapid progress" on producing another vaccine so be ready by September.

The hunt for a vaccine accelerated as more flu—declared a global pandemic by the World Health Organization (WHO)—continued its spread, both to southern regions currently in winter and amid the summer in Asia and Europe.

While swine flu has been less virulent than seasonal flu strains, scientists fear the virus could mutate into a more deadly version as a repeat of the Spanish and Asian influenza pandemics that killed millions in 1918 and 1958.

The WHO said on Tuesday that the death toll worldwide from swine flu since the outbreak was first identified in Mexico in April had jumped almost 700, a 40-percent leap from only July.

Russian vaccine rivals began Wednesday in Australia's Royal Adelaide Hospital, involving some 240 adults and 400 children.

"As soon as I have confirmation that the vaccine is safe and effective, I will ensure it can be rolled out to the community," Australian Health Minister Nicola Roxon said. AFP

WORLDBRIEFS

Strike may have killed Bin Laden's son

WASHINGTON—One of Osama bin Laden's sons may have been killed by a US missile strike in Pakistan earlier this year, National Public Radio reported Wednesday. Saad bin Laden, one of the terrorist leader's third-oldest sons, is "believed" to have been killed by Hellfire missiles fired from a US Predator drone "sometime this year," the US broadcaster said on its website. The United States has put Pakistan at the heart of the fight against al-Qaeda. The US military and the Central Intelligence Agency (CIA) use the only Predator that deploy drones in the region. US spy agencies are "80 to 90 percent" sure that Saad bin Laden is dead, a senior counterterrorism official told NPR, while acknowledging that it was difficult to be completely sure without a body on which DNA tests could be conducted. AFP

N. Korea: Six-party make talks dead

SEOUL—North Korea on Thursday described six-party disarmament talks as dead and urged the United States to drop its "hostile" policy. Seoul's foreign ministry quickly pooled from the Thai resort of Phuket. Ri Hung-Sik, director general of the ministry's international organizations bureau, attacked Washington's "deep-rooted hostile policy" and vowed to disengage until it changes. He also dismissed as "nonsense" a suggestion comprehensive package of incentives is what is for the North's denuclearization. AFP

Porsche CEO steps down

STUTTGART, Germany—Porsche chief executive Wendelin Wiedeking is leaving the luxury sports car maker after 16 years at the helm, a move widely expected to clear the way for a merger with Volkswagen AG. The board of Porsche Automobil Holding SE said on Thursday that Wiedeking, 56, and chief financial officer Holger Haertter were leaving with immediate effect from the heavily indebted company that makes the 911, among other models. The move—along with the announcement that Porsche will seek to take hands, possibly from a Qatar investor—is expected to make it easier for Volkswagen and Porsche to merge, given that Wiedeking, who has been CEO since 1992, fiercely opposed such a move. AP

Saudi man arrested after TV sex boast

RIYADH—A Saudi man has been arrested for boasting about his sex life on television, the English-language daily Arab News reported on Thursday. Arabian resident Muteb Abdul Jawad was arrested after he appeared last week on "Red Line," a program on Lebanon-based LBC television which is also popular in Saudi Arabia, the newspaper said. On the program Jawad said he first had sex with a neighbor when he was 14, and he also described several scenes of his later adventures. The unnamed speaker joked about 700 conquests in his previous officials, leading to his arrest. The paper said Jawad could face charges under Saudi Arabia's strict Islamic sharia law of speaking openly about vice and admitting he engaged in zina or out-of-wedlock sex. It said, adding that if convicted he could be jailed and flogged. AFP

Researchers to implant pig cells in diabetics

WELLINGTON, NEW ZEALAND—A New Zealand biotech company began a trial on Thursday that will implant cells from newborn pigs into eight human volunteers in an effort to treat insulin-dependent diabetes for them diabetes.

The cells produce pig insulin, which is very similar to human insulin and has the same effect of lowering blood sugar, and Living Cell Technologies hopes the cells may be able to delay the effects of Type 1 diabetes, including blindness, premature coronary illness and limb amputation caused by poor blood circulation.

Though Prof. Bob Elliott, medical director of the company, acknowledges that, even in the best case scenario, the treatment will not eliminate all of the symptoms.

Some volunteers have worried, however, that implanting pig cells carries the risk of introducing a new viruses to humans. Others have noted that it is too soon to begin testing on humans because no animal studies have yet been done.

Elliott said Thursday that the risk of a pig endogenous retrovirus—the porcine virus thought to be most contagious for humans—infecting humans is largely "theoretical."

"There is no evidence of a risk" of retrovirus infection, he said. "No body has developed a retrovirus."

The piglets being used, conceived from 150 years of isolation on islands south of New Zealand, carried no known agent that could infect humans and are held in a fully closed, sterile environment, he added.

Elliott has run two previous trials, the first with six patients in New Zealand in 1995–1998. The other, in Russia with 30 patients, began in July 2007. AP

KIA HOLDS SALES CONFERENCE

Columbian Autocar Corporation (CAC), the exclusive distributor of Kia vehicles in the Philippines, recently gathered its 53-dealer network as the Crowne Plaza, Ortigas for a sales conference, touting plans of introducing new Kia models before the year ends. Photo shows: Mr. Felix J. Mabilog Jr., CAC President and Chief Operating Officer, giving a speech to bolster the excitement and drive of the dealers to reach target sales and establish customer connection through dealer activities.

ON PHOTO ARE: John Bayarong, PMA Subic; Lyndon Angan, PMA Cebu; Myleen Abino, PMA President; Abu Flores, PMA Immediate Past President/ Director for International Governance & Consumer Affairs; Gina Ocampo, PMA Batangas; Jorge Sandino, PMA Bacolod; Eric Castro, PMA Bulacan; Debbi Mendoza, PMA Zamboanga; Henry Tenedero, PMA VP for Chapters; and Ricky de Vera, Chairman Emeritus for Chapters.

Forging Marketing for Humanity in times of Crisis

Due to the pressing financial crisis in the country, the need for effective marketing plans and strategies plays a vital role in business success.

Tasked to address the challenges brought about by the global economic recession are the marketing professionals who are also deemed to transform tough times to be of great advantage to one's business.

The Philippine Marketing Association (PMA), the country's premiere organization of marketing professionals, is out to prove that marketing is far beyond than just selling a product by conducting the National Marketing for Humanity Caravan from August to November 2009.

PMA, as the vanguard of delivering cutting-edge marketing insights, skills, and researches, brings the Caravan Seminar-Conference in its 13 chapters across the country to be attended by marketing professionals, entrepreneurs, CEOs, school managers and administrators, and students.

From Luzon to Mindanao, the caravan will feature a cluster of interesting topics such as Enhancing the "Brand You", New Rules of the Changing Times, the 11Ps of Marketing Mix, and Marketing Strategies for SMEs in the construction, among others.

PMA's board of directors and chapter heads, namely: Henry Tenedero (Baguio), Gina Ocampo (Batangas), Richard Inglesia (Bicol), Eric Castro (Bulacan), Tony Aquiatan (Cagayan de Oro), Rose Salvanera-Dones (Cavite), Lyndon Angan (Cebu), Nelson Sytuco (Davao), Bernard Jorge Manauis (Davao), Debi Jaramillo (Iloilo), Nina Cordero (Pampanga), Ruben Magkasi (Zamboanga), and Yvette Ocampo (Subic) are in unison that this goodwill is a true testament that the organization continues to live its promise of service to the Filipino people by constantly demonstrating how it values the practice of marketing with a sound conscience through its various programs.

For Caravan schedule and other concerns, you may contact Mr. Richard Arcinuela at the PMA Secretariat through these numbers: 634 4890, 634 5733, 636 1451, and 636-7736 or you may send them an e-fax at 636-1451 or 634-5733; or visit their site: www.philippinemarketing.net.ph.

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Editor Raul G. Manalo ● Assistant Editor Carrie S. Mariano

BUSINESS

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In May, imports recovered from record fall

Value of shipments up 18.9% month-on-month to $3.6B

By Raoul W. Dondoyano

MERCHANDISE IMPORTS IN MAY REBOUNDED from a record fall in April, with total value of inbound shipments rising to its highest level since October.

Total imports reached $3.617 billion, 18.9 percent higher than the $3.040 billion in April.

But on a year-on-year basis, imports still fell by 24.3 percent, continuing a downward slide started in October 2008.

In April, imports plunged a record 37.4 percent year-on-year.

May's figures brought the import bill in the first five months to $16.257 billion—32.9 percent lower than the $24.243 billion shipped in the same period last year.

Economists said the latest data provided evidence that the export industry, a major contributor to the domestic economy, was on the mend.

Song Seng Wun, a regional economist at CIMB-GK in Singapore, said the longer working days in May, compared with April, and higher oil prices contributed to the rebound.

According to the National Statistics Office, last-week trade of goods dropped by 33.7 percent to $30.972 billion in the first month to May from $46.708 billion a year ago.

In May alone, total trade fell by 20.8 percent to $6.704 billion from

BUSINESS/B2

After 12 years, Moody's upgrades RP rating by a notch

By Michelle V. Rosca

MOODY'S INVESTORS SERVICE has upgraded the country's credit rating by a notch, citing its resilience in the wake of a global economic downturn.

This is the first time in 12 years that the country received a credit-rating upgrade from Moody's, which the Philippines found to be the most difficult to please among credit-rating agencies.

Tony Byrne, senior vice president of Moody's, yesterday said in a statement that the Philippines' financial sector remained strong despite the crisis, which had overturned the economies of most advanced countries.

He also cited the Philippines' level of liquidity, as measured by its foreign currency reserves, which had reached a historic high of $39.6 billion. In that area, he said, the Philippines fared well, while the reserves of other

AFTER/B2

INDICATORS

CURRENCIES

PESO-DOLLAR RATE

1 = 48.10 = $1

As of 5 p.m., July 23, 2009

STOCK MARKET

Shares close flat

PSE COMPOSITE INDEX

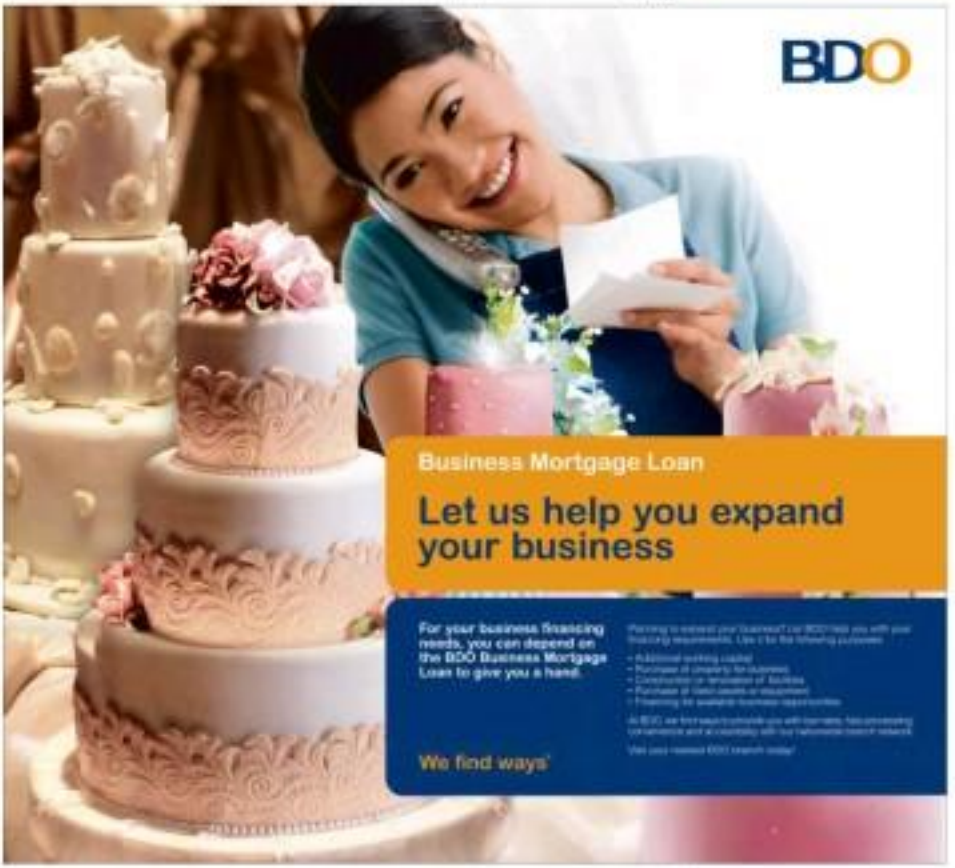
SHARE PRICES YESTERDAY closed flat as dealers stood on the sidelines ahead of today's election, dealers said.

The composite index was down 0.18 percent, or 0.59 point, to 3,304.68 at 2:30 p.m.

(See stock market report on page B2)

while the all-shares index rose 1.44 points, or 0.08 percent, to 1,665.05. A total of 2.79 billion shares worth P2.32 billion [$48 million] were traded.

AFP



SMC preferred shares offer OKd

Partners tapped for Laiban bid

FOOD AND BEVERAGE GIANT SAN MIGUEL Corp. has tapped Orix and Taisei Tsusho of Japan as its foreign partners in building the proposed $1-billion Laiban dam, or an alternative source of bulk water for Metro Manila.

At the sidelines of SMC's annual stockholders meeting yesterday, SMC president Ramon Ang said the conglomerate had also tied up with these firms to previous unsolicited proposals submitted to the government.

Taisei Tsusho will provide technical expertise while Orix will provide financial support.

Under government regulations, unsolicited proposals under the build-operate-transfer scheme and its variants will be subjected to a "Swiss challenge," in which other interested investors will be invited to submit their offers and the original proponent will have the right to match the best proposal from the challengers, in no other prompt has submitted a counter-proposal when the deadline lapsed last July 6, the Metropolitan Waterworks and Sewerage System is now negotiating with SMC for the project.

Jerry C. Bonifacio

By Dave C. Dantes

SHAREHOLDERS OF SAN Miguel Corp. yesterday approved the offering of preferred shares in exchange for common stocks of shareholders who are skeptical about the company's diversification strategy.

In an annual meeting, SMC shareholders approved the conversion of as much as 1.1 billion common shares, or about a third of the company's outstanding stocks, to a new version of preferred shares which would pay to yield about 6 percent yearly. This will be a non-cash transaction and will not raise new capital for the company. It merely gives shareholders the option to swap common stocks to preferred shares.

The offering will run from July 27 to Aug. 28 this year but SMC has the right to extend the offer period. The proposed preferred shares, priced at P75 per share upon issuance, are perpetual.

They are accumulative dividends but are non-convertible back to common shares. They carry neither voting rights nor preemptive rights to any future offering of new shares. They will be listed on the Philippine Stock Exchange.

SMC Chair Eduardo Cojuangco, Jr. said this structure was for the "more conservative" investors who have a different risk profile.

"Some of these doubts still linger but let me assure you that the San Miguel we have built has the resources and prospects to raise these new securities as efficiently as we do our traditional businesses. While the global financial meltdown has cost many companies into full retreat, our company is powering ahead, investing heavily in a strategy of accelerated growth," Cojuangco said.

Preferred shares are preferred in terms of dividends payment and liquidation compared to common shares.

The 6-percent dividend rate committed for the preferred shares is about 100 basis points above investors can currently getting.

Market run-up easing but not likely over

MARKET RIDER

Dave Tarrayo

THE OVERBOUGHT SIGNS OF THE market started to weigh down on stocks early this week. Profit-taking crept across the board. But some stocks just won't capitulate with the continued inflow of buying interest as value turnover remained at P5 billion level, and foreign buying overshadowing foreign selling.

Leading the pack is Manila Electric Co. (MER), which is still under the radar of one party that is said to have unanimously lost the race to control of the long-time gilded Lopez fiefs. Thus, the market may have been showing some tender-ag but ratings of developments may still prevent the market from handing credit just that score.

Week 7 at the virtual game

As of Wednesday, the standings of our virtual players remained the same except that QB Trader was dislodged to the seventh place by Integrative whose investments have lost the biggest growth as of the middle of week seven.

That has retained the title of Investor Lisa with its portfolio growing second best halfway week seven. Actually everyone had some growth except Pauline, whose last trade moved idle at acquisition cost.

Following the match-to-market practice of determining the value of active investments, her portfolio had to suffer from valuation.

Trust the race left hanging with some traders may found when trading was suspended last Friday because of Typhoon "Ling." So, he met them early Sunday evening for Monday morning. There were, Ray 50,000 shares of Megaworld Corp. (MEG) at P1.68 per share and 1,000,000 shares of Philweb Gaming (WEB) at P0.68 per share."

He reasoned that "sensitive mineral) the market last Friday and may flock this week after strong weekend and that the market may break the 2,600 level before settling at 2,400-2,500." The inference that Trust Me is many of the winning plays in only but is going to see how it is this week.

Rumor that his trading orders did not have any chance of being done at all because they were much lower than any of the share prices. Trust Me sent a unclilled trading order for Tuesday. They were: "Buy 100,000 shares of Manila Electric Power Corp. (PWR) at P0.23 per share, 100,000 shares of BDB at P0.0135 per share, 50,000 shares of MBO at P1.08 per share and 10,000 common shares of GMA Network Inc. at P4.47 at the 20 per share."

All turned out valid except for PWR, which to my recollection beg glad my mind the first time he tried to pick it up. The stock is seldom traded and has unreliable liquidity.

Perdeon finally decided to risk some of her investment capital with the following trading orders for Tuesday: "Buy 2,500 shares of First Philippine Holdings Corp. (FPH) at P34.50 per share and 2,500 shares of Bank of the Philippine Islands (BPI) at P95 per share."

Her buying order for FPH did not materialize because the day went higher than her bid price. She said, "I had been lurking in the market waiting for bargain stocks that I realized they are not meant to come anytime soon."

Cashflowder was also very much in the hunt on Tuesday and Wednesday. Her trades on Tuesday materialized. Thus were the "buy 33,000 shares of EDC at P4.35." However, her trading order on Wednesday to "sell 100,000 shares of Bello Corp. (BEL) at P0.98 per share" failed. The highest transaction price of BEL for the day was only P0.97.

Bottom line spin

Some believe trading is getting range-bound and that it makes more sense to take the rolling stones instead—lock your profits from deals earlier. To say failed, some stocks will still do better than targeted and those some select stocks may even actually defy the vagaries of the ghost month.

(You may reach the Market Rider at marketrider@philippine-stars.ph or directly at dave.tarrayo@yahoo.com.)

Portfolio Summary and Performance Standings For Week Seven as of July 22, 2009

1st Place: Trust Me (Most aggressive with $1 to 10 index investments; Investment type)

Stock	No. Shares	Cost	Market Value	Gain/Loss	Total Bal.	Total	Rate
MER	50,000	0.00	34,500.00				
MEG	50,000	0.00	84,000.00				
WEB	100,000	0.00	68,000.00				
BDB	100,000	0.00	1,350.00				
MBO	50,000	0.00	54,000.00				
GMA7	10,000	0.00	44,700.00	40,350.00	400,350.00		504.00
				40.00%	25.84%	100.00%	

2nd Place: Scatter It (Buy good stock picks but still somewhat low risks)

Stock	No. Shares	Cost	Market Value	Gain/Loss	Total Bal.	Total	Rate
MER	2000	69,000	69,000.00				
MEG	2000	3,360	3,360.00				
LTG	2000	3,360	3,360.00				
MBO	2000	2,160	2,160.00				
GMA7	2000	89,400	89,400.00				
FPH	2000	69,000	69,000.00	30,000.00	432,000.00		502.00
				33.00%	30.00%	100.00%	

3rd Place: The Risk-Investment Seeker (Investment Risk)

Stock	No. Shares	Cost	Market Value	Gain/Loss	Total Bal.	Total	Rate
MER	1,000	0.00	69,000.00				
MEG	1,000	0.00	84,000.00				
LTG	1,000	0.00	3,360.00				
MBO	1,000	0.00	2,160.00				
GMA	1,000	0.00	89,400.00				
				40.00%	30.00%	100.00%	

4th Place: Perdeon (Growth of investment is clothed by profit income of BPI)

Stock	No. Shares	Cost	Market Value	Gain/Loss	Total Bal.	Total	Rate
BPI	1,000	0.00	95,000.00				
				40.00%	30.00%	100.00%	

5th Place: The Defender (Many investments to protect is only good at first)

Stock	No. Shares	Cost	Market Value	Gain/Loss	Total Bal.	Total	Rate
MER	1,000	0.00	69,000.00				
MEG	1,000	0.00	84,000.00				
LTG	1,000	0.00	3,360.00				
MBO	1,000	0.00	2,160.00				
GMA	1,000	0.00	89,400.00				
				40.00%	30.00%	100.00%	

6th Place: Integrative (Stands to switch through performance of some stock picks)

Stock	No. Shares	Cost	Market Value	Gain/Loss	Total Bal.	Total	Rate
MER	50,000	0.00	69,000.00				
MEG	50,000	0.00	84,000.00				
LTG	50,000	0.00	3,360.00				
MBO	50,000	0.00	2,160.00				
GMA	50,000	0.00	89,400.00				
FPH	50,000	0.00	69,000.00	69,000.00	69,000.00		504.00
				40.00%	30.00%	100.00%	

7th Place: QB Trader (Stands to switch investment style)

Stock	No. Shares	Cost	Market Value	Gain/Loss	Total Bal.	Total	Rate
MER	1,000	0.00	69,000.00				
MEG	1,000	0.00	84,000.00				
LTG	1,000	0.00	3,360.00				
MBO	1,000	0.00	2,160.00				
GMA	1,000	0.00	89,400.00				
FPH	1,000	0.00	69,000.00	69,000.00	69,000.00		504.00
				40.00%	30.00%	100.00%	

In May ...

Turn page B3

$9.001 billion in the same month last year.

From January to May budget deficit totals $1.947 billion, which was less than the $1.247-billion deficit registered in the same period last year.

The balance for May showed a deficit of $5.26.72 million, an improvement from the $9.19-billion seen in the same month's $2.008.

Electronic products accounted for 35.5 percent of total imports, falling 14.4 percent to $1.506 billion year-on-year.

The United States was still the biggest export destination in May, accounting for 13.4 percent of total exports, or $547.21 million—a decrease of 6.4 percent year-on-year. With a report from AFP

After 12 years ...

Turn page B3

economist declared.

"The upgrade was prompted by the relatively high degree of resiliency exhibited by both the country's financial system and external position despite the slowdown in the global economy and economic crisis," Fitch said.

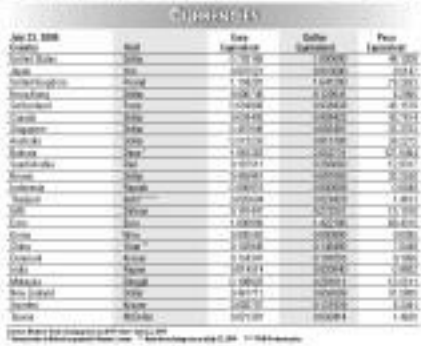
With the upgrade, the Philippines' rating with Moody's now stands at Ba1—three notches below investment grade. Previously, the rating stood at Ba2—four tiers of the global financial giant.

Moody's assigned a "stable" outlook on the Philippines. This means that the credit rating does not face risk of being downgraded at least for a year.

Credit ratings are a closely watched indicator, as investors currently consider them to decide on whether or not to put their money in a country or to buy bonds being sold by its government.

Moody's, like most foreign credit rating firms, keeps the Philippines below investment grade because the proportion of government debt to gross domestic product remains high.

Philippine Stock Exchange



Currencies

July 23, 2009 Country	Unit	Peso Equivalent	Dollar Equivalent	Peso Equivalent
United States	Dollar	47.7000	1.0000	47.7000
Japan	Yen	0.5211	0.0109	0.5211
United Kingdom	Pound	1.7870	0.0375	1.7870
Hong Kong	Dollar	6.1500	0.1290	6.1500
Switzerland	Franc	44.6000	0.9350	44.6000
Canada	Dollar	44.2000	0.9270	44.2000
Australia	Dollar	39.2000	0.8220	39.2000
Singapore	Dollar	33.8000	0.7090	33.8000
Malaysia	Ringgit	13.3000	0.2790	13.3000
Taiwan	Dollar	1.4800	0.0310	1.4800
Korea	Won	0.0380	0.0008	0.0380
Thailand	Baht	1.3900	0.0291	1.3900
Brunei	Dollar	33.8000	0.7090	33.8000
Indonesia	Rupiah	0.0049	0.0001	0.0049
Kuwait	Dinar	165.0000	3.4610	165.0000
Saudi	Riyal	12.7000	0.2660	12.7000
Bahrain	Dinar	126.0000	2.6430	126.0000
Qatar	Riyal	13.1000	0.2750	13.1000
Oman	Rial	123.0000	2.5800	123.0000
Dubai	Dirham	13.0000	0.2730	13.0000
Abu Dhabi	Dirham	13.0000	0.2730	13.0000
Iran	Rial	0.0047	0.0001	0.0047
Jordan	Dinar	67.3000	1.4120	67.3000
Lebanon	Pound	31.7000	0.6650	31.7000
New Zealand	Dollar	34.0000	0.7130	34.0000
Egypt	Pound	8.4000	0.1760	8.4000
Kuwait	Dirham	0.0000	0.0000	0.0000

Banks urged to further reduce lending rates

Shifting corporate objectives

Raoul Oshikawa

AT THE RATE THE COUNTRY'S BIG corporations are reshaping their investment objectives, the local business landscape could be a shadow of its old self in a few years.

San Miguel Corp. has gone beyond brewery and food production. It's now into oil distribution, power transmission, mobile telephone and banking.

Ayala Corp. is no longer confined to building real estate projects. Its core interests include water infrastructure and management, BPO and electronics.

Similar moves, though less sensitive tagging, are going on in other companies that occupy the upper ranks of the country's Top 500 companies.

To survive in the domestic market today amid the global financial crisis, companies have to be responsive to the changing needs of the business environment.

It then follows make the appropriate adjustments. They could lose their number by default or miss out potential moneymaking opportunities.

Objectives

A corporation's path to profitability begins with the primary objective it states in its Articles of Incorporation.

For practical reasons, the line allows a corporation to engage in any principal business solely on initial courses of action based on the deeds spelled out.

That way, anybody who wants to deal with the company can, by looking at the primary objective, verify how in tune it is of the kind of business that it is authorized to engage in.

Until that statement remains unchanged, all the secondary purposes that the corporation may have indicated will be held as subservient.

The secondary purposes are only to be used only to accomplish that singular objective. They cannot be used for any other activity unless certain procedures are first complied with.

If a corporation thinks its primary objective will not bring in the desired profits now or in the future, it can amend its Articles to either changing that objective or converting any of its secondary objectives into primary.

The amendment must be approved by a majority of the directors and the stockholders who represent at least two-thirds of the outstanding capital stock.

Investments

The corporation's duty to focus on its principal objective, however, does not prohibit it from investing in other commercial activities that can earn it additional revenues.

A company engaged in, for example, food production can use its excess income to invest in a corporation that develops and sells software programs for certain business activities.

Considering the high demand for efficient computer technology, the investment could generate extra income for the investing company by virtue of such dividends.

Although the two businesses are unrelated, the investment will be allowed as long as the investing company secures the approval of its board of directors and the stockholders who constitute two-thirds of its outstanding capital stock.

If a stockholder is opposed to that investment and he expressed his objection when the matter was taken up during the stockholders' meeting, he can, if he wants to, exercise his "appraisal right."

This means he can withdraw from the company and demand the payment of the fair value of his stocks.

If the company has sufficient funds to buy those stocks without impairing its ability to pay its existing creditors, then it has no choice but pay the dissenting stockholders.

Reasonable

The requirement of prior approval by the directors and stockholders of investments in another business does not apply if the investment is "reasonably necessary" to accomplish the corporation's primary objective.

Say, for example, a corporation engaged in planting and milling sugar invests heavy-duty shovels of a company that manufactures jute bags and other kinds of containers.

Through the business line created by that investment, the sugarcane company can gain easy access and, at lower cost, to the suppliers of the bags it needs for its finished products.

No doubt, the investment will have a positive effect on the sugarcane company's bottom line.

If a corporation's investment in another business meets the client's test of reasonable necessity, only the approval of the board of directors is required to finalize the deal.

The go-signal of the stockholders is not needed because the investment will, in the long run, contribute to the accomplishment of the corporation's primary objective.

It is binding in reality on the directors to decide on the use of the company's resources for purposes other than its primary purpose. Its investment that, as the elected representatives of the stockholders, they will act in the company's best interests.

The law does not define "reasonably necessary" for purposes of determining its application on the scale on allowable outside investments.

It's up to management to decide whether to invest it by investments that it feels confident about, or seek prior stockholders' approval to make sure it will not carry the blame solely if the results do not turn out as expected.

(For feedback, please write to raul.oshikawa@inquirer.com.ph.)

By Michelle V. Rivera

BANK LENDING RATES HAVE DROPPED by about 100 basis points since the Bangko Sentral ng Pilipinas lengthened a series of policy rate cuts in December.

But monetary officials said banks still had room to further reduce their lending rates and encourage more borrowings.

They said a 100-basis point drop in bank lending rates represented a mere 30-per-cent pass through of the BSP's monetary easing.

Since December, the BSP has already inched its one overnight lending rate—the yield earned by banks on overnight deposits placed in the central bank—by 300 basis points to 5 percent.

"There is some slight improvement but banks can be encouraged to do some more," said a ranking BSP official. He said banks were encouraged not only to further cut lending rates but also to reverse the tightening of credit standards.

Although banks continued to increase lending, credit growth had slowed down as bankers applied stricter standards in the face of the global economic crisis.

"There are some signs that lower risk aversion if they start lending more and reverse some of the tightening of credit standards that implemented," the BSP official said.

Earlier, the BSP reported that outstanding loans by the country's commercial banks grew by 18.2 percent to P2.13 trillion as of end-May. This was slower than the 19.4-percent rate in April and 18.9 percent in March.

The BSP official said liquidity in the Philippines was ample and that banks were in a much better position than their counterparts overseas. But he added that banks could do more to help uplift the economy by accelerating bank lending.

The BSP said this was one the proper time to tighten credit. Businesses of this time need to be assured of liquidity to support operations. A credit crunch would only worsen the economic situation, the BSP said.

PRULINK	PRU LIFE UK
Investments of Variable Life Insurance Contracts	Current Week July 21, 2009	Last Week July 14, 2009
Asian Fund - Peso	1.1156	1.1341
Managed Fund - Peso	1.0957	1.0935
Growth Fund - Peso	1.0705	1.0677
Equity Fund - Peso	0.8810	0.8804
Bond Fund - PRULINK	1.0901	1.0900
Balanced Global Fund I	1.0078	1.0107
Balanced Global Fund II	1.0000	1.0000
Dividend Fund - Peso	1.0135	1.0153
Money Market Fund - Peso	1.0109	1.0092

BUSINESS *Friday*

When branding goes way beyond marketing

Price war challenge

MARKETING Rx

Dr. Ned Roberto
& Andy Roberto

DURING A RECENT BUSiness forum where the Junior RBEs sit was a speaker, questions on the wisdom of price cuts were raised.

To respond to these questions on what to do in a "price war", we are thanking here a colleague our senior wrote about a year ago that drives on the same topic.

Q: We're in a highly competitive industry. We found out once say that the number one marketing nightmare is a price war. What should we do when challenged by a price war? Isn't this what's going on in the telecommunications industry?

A: We're not so sure that the competition among Smart, Globe and Sun qualifies as a price war. In fact, competition that are not value quick to label as a price war isn't a war at all, since it takes place over (an short a period) to be considered a war. It isn't even a battle since that term is used for a large-scale conflict, which means a battle is not just about price but how other about price.

Also, what we see as a price war isn't about price at all under closer scrutiny. That's one of Globe and Smart, especially with respect to consumer SMS texting and overseas calls. These latest price gimmicks you've seen to date price media and were actually not about pricing but more about "packaging."

If you observe more closely, you'll see that these values have become the ultimate and nonbranding "ring" (unlimited) mushrooms.

'Sachet' marketing

These lower prices were just a consequence of the "unlimited-ing" of the service offers. The marketing strategy put in place was the "sachet-ing," rather than the pricing. Until now this includes the bundling of other services—like a "landline" in your mobile as offered first by Globe Telecom's Duo package.)

When we mention all these qualifications, we are not meant to deny that there are no price skirmishes that are taking place. There are.

And they are particularly frequent when the price sensitivity of the market is high and getting higher.

The Philippines when it gets increasingly itself the weapon-ing competitive to continue consumers above perceptible service or product differentiation.

That's what you are seeing the telcos.

So what should you do when challenged by a price competitor or competitors? You could first consider the following:

- Is the market's price sensitivity running high?
- Is true service and image differentiation getting harder to see?
- Is the competitive playing field getting even?

If you answer "yes" to all these questions, then be prepared to play a price-driven competitive game.

Ignoring cuts

But suppose you answer "not sure" or "not really." Then what?

Then check if you and the price competitor belong to the **same price segment.**

In a previous column, we showed that the first response to a competitive duel has lowered its prices should not be to immediately follow the price cut.

The correct first response is to **check price segment sensitivity.**

If you belong, for example, to a premium price segment while your price competitor belongs to an economy price segment, then you are better off ignoring the price reduction.

That's because the consumers in the two price segments have different priority service values.

The economy price segment considers price above all and quality is secondary.

On the other hand, consumers in the premium price segment look at quality first. Price is secondary.

Deeper cut

What if you and the price competitor belong to the same price segment?

Then, what are you waiting for? Go and match the price cut.

(Keep your questions coming. Send them to Marketing Rx@philstar.net or our email: drned12@)

Building brands is more strategic, long-term in nature

By Karen V. De Asis
Contributor

MANY BELIEVE THAT WHEN ONE DOES marketing, one does branding, too. This is not always the case.

Most businesses often practice marketing by identifying target markets, assessing new customers and keeping old ones.

We, they fail to do branding.

In assessing new customers and markets, some businesses invest in and use various forms of marketing communications, but they focus activities altogether when they reach a certain comfort level, relying instead on word of mouth and loyalty of new customers to sustain the business.

True brands

Then, their products and services never rise to the level of a true brand.

Sometimes, these products again become a common commodity that relies more on the efforts of sales people, customer traffic or discounting to sustain sales.

This is where branding differs from marketing.

Not all products or services become brands. True, each commodity has a name. **All must influence consumption to sustain** the business. But marketing a commodity is a short-term business strategy while building **brands is a strategic and long-term.**

Commodities have a short life span while brands, when managed properly, live long enough to last through many generations.

Beyond identifying customers and meeting **to their needs, brands go beyond the** functional nature of commodity products and services and become iconic symbols for customers who believe they cannot live without their favorite brand.

What makes a brand?

Contrary to commodity products and services, brands enjoy attributes that the former do not have. These attributes, also identified by brand thought leader Kevin Lane Keller in **his book on Strategic Brand Management,** include the following:

Brand awareness. True brands, even if they do not reach out loved, nevertheless do enjoy pervasive familiarity among their target markets. Most consumers should be able to name, recall or recognize the brand upon mention of the category.

Brand loyalty. A real brand rarely has a rich following. Often, consumers look to their favorite brands as an extension of themselves. If a brand were a person, it is not an overstatement for loyal consumers to see the brand as their kin, soulmate or friend.

Perceived quality. Brands provide a psychological assurance that one will get consistent quality. The assurance goes beyond the functional nature of the product or service.

Brands have strong, differentiated and positive associations. Anything that comes to mind when someone mentions a brand is called an association. For brands, as opposed to commodities, have only positive associations uniquely identified to them and are strongly recalled and recognized by the **personal target markets and users.**

Brands have patents and trademarks. Any business with a brand must be highly protective of its brand. Patents, trademarks, creative copyrights, etc. become proprietary assets of the brand. This is because when managed properly, a brand's life can be sustained for many generations despite changes in the business environment.

A commodity's life, on the other hand, is relatively short and its continued existence is highly dependent on the business and competitive environment and attached by volatility.

Only an impartial consumer research can **validate whether one is a brand or not.** No hearsay or feedback from friends, relatives and acquaintances during community or small group gatherings can replace research.

From a commodity to a brand, how to realize?

Having the right mindset is key to strengthening a brand. However, if a business owner has reached his comfort level financially, most do not wish to go to the next level, **believing that they have mastered the market** or are simply fearful of more tedious work and challenges ahead.

Others fail to see the greater opportunities. Still some other dynamic pass behind brand building and management, preferring a relaxed way of managing the business.

Jollibee's story

In 1975, Jollibee Foods would have remained as ice cream parlor serving regular comfort food like Jollibee's hamburger, chicken joy and Jollibee spaghetti. But Jollibee had the foresight, guts and right mindset to **brand against a global foreign quick service** restaurant brand, McDonalds, and become more than just an ice cream parlor.

After 30 years, Jollibee has more than 600 outlets in the country and over 100 billion in sales, reaching a billion dollar mark. Jollibee's success generated from other businesses hailed by tapping from Jollibee Foods Corp.

Two years after its birth in 1978, Jollibee launched its first TV commercial in an attempt **to build the brand, but it was not until 1980** when it broke through with a differentiating story via the Langhap Sarap campaign that embodies how Filipinos believe that good food smells good, i.e. at every picking, tasting or eat.

In 30 years, Jollibee has grown its network to 600 outlets with over P30 billion in sales.

This has remained Jollibee's trademark. And because of sustained brand building, Jollibee has ceased to be just another hamburger joint.

Branding guarantees quality. When **makes branding beneficial** to consumers is its guarantee of quality.

A company that moves from marketing a commodity to a brand cannot compromise the quality of its products and services because in managing brands is the expansion of the makers of the branded products and services.

Jollibee began as a small drugstore in 1945. A few years later, it evolved into a pharmaceutical company with a quest to provide quality medicine at an affordable price. In time, Jollibee's boast of being the largest Filipino-owned pharmaceutical firm with the most over-the-counter health products and brands of confidence. Among its popular brands built through massive advertising and consistent awareness campaigns include Alaxan, Neozep, Medicol, Cetilin, Myra E and Decolgen.

Consistency

Nike, meanwhile, has moved up from being a commodity athletic footwear with a proprietary technology to an iconic brand **since it was marketed 20 years ago in 1978.**

Nike's brand story, consistently sustained through the years, has helped to ground on the belief that every person aspires to become a winner and simply wearing a Nike makes them feel like one, sustaining them to "just do it," selling the feel, capture the winner attitude.

In 1978, Nike boldly came out with its first brand advertising via print through its in-house agency, John Brown and Partners. The ad itself was a simple one-liner: "Crosstrained and it had a powerful headline: "There is no finish line."

Nike's strength has in strategically, and not wholesale, selecting endorsers with star-like careers, i.e. Michael Jordan, Andre Agassi, Roger Federer, John McEnroe, Serena Williams, Tobe Bryant, LeBron James, Tiger Woods and Rafael Nadal. Any recently, it endorsed swimming stars, like Manchester Lisk and Pl. Barcelona, among others.

No wonder does that Nike, unlike other commodity athletic footwear, recorded an annual shareholder return of 20 percent over the last five years.

Branding is not a short-term deal. It is strategic, long-term in nature and can be successfully executed only by a focused, determined and visionary business owner. **Branding is a long-term way of doing business** that has to begin from the top and passed on from one generation to the next.

(The writer is the course program director of strategic brand management at the Asian Institute of Management, author of the best-selling local branding book "Color Addicts in The Mind of a Branding Guru" and a chief brand strategist of MB3 Marketing Consulting and may be reached at www.karenvdeasis.com or kdasis@dolphin.net.)

UNILAB were some of the most popular medicine brands in the country.

GOINGS-ON

8th Filipino Franchise Show set

ON SEPT. 4-6, 2009, THE #XXXXXM 8th of Filipino Franchisers Inc. will hold its 8th franchising show titled "Franchising Opportunities Thing Move the Crisis," at the World Trade Center in Manila.

This year's theme is Franchising Expo and Business Opportunities in 2009, which dovetails with #11's Kabuhayang Pinoy Mona adversary.

A one-stop shop for interested investors, especially SMEs, this is the full proclaim to showcase the Philippines' most responsible and most promising Filipino franchisers under one roof.

The 8th franchising show is part of #11's efforts to provide business opportunities among entrepreneurs and educate them about the franchising business.

For inquiries, call the #11 secretariat at #XXXx1, 3960006 or e-mail #franchisers@gmail.com. Visit www.franchisersphilippines.com for free-of-charge registration.

PBSP forum for MSMEs slated

The Philippine Business for Social Progress (PBSP) invites micro-, small-, and medium-scale enterprises (MSMEs) to attend "Innovating Business to Challenging Times," a forum intended to assist MSMEs respond to the current economic crisis, grow their businesses, like's about "base of the pyramid (BOP)" strategies, and network with other businesses and financial institutions.

The forum is from 1 to 5 p.m. at the following venues: July 30, Crown Regency Hotel, Ayala Avenue, Makati City; Aug. 19, Casino Español, Cebu City; and Aug. 25, Davao City.

For more information, contact Philippine Business for Social Progress Foundation Writers Unit Philippine Social Development Center, Magallanes cor. Real Streets, Intramuros, 1002 Manila, tel. 5217717 to 48, fax 521-3043, e-mail pbsp@pbsp.org.ph, www.pbsp.org.ph

TO THE STOCKHOLDERS OF PILIPINO TELEPHONE CORPORATION

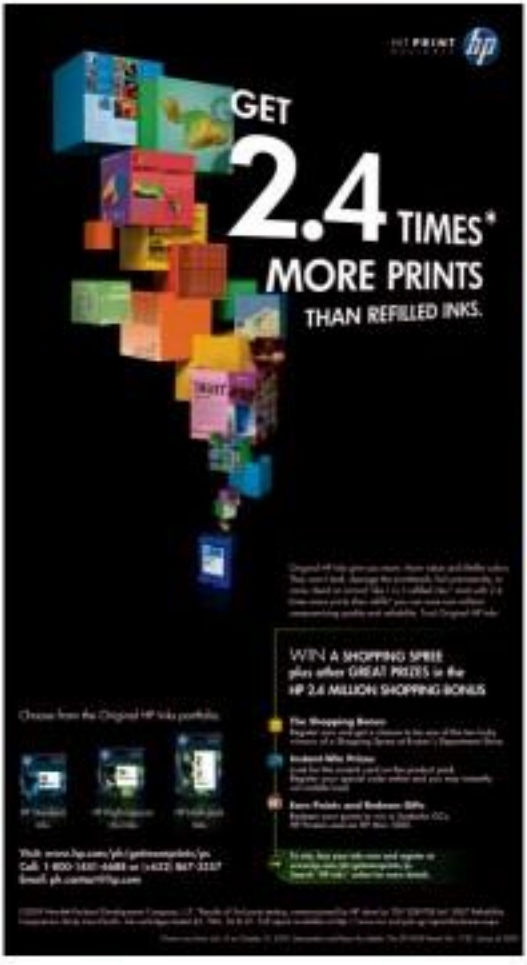
In response to requests from stockholders of Pilipino Telephone Corporation ("Piltel"), who wish to tender their Piltel common shares in accordance with the terms and conditions of the Tender Offer of Smart Communications, Inc. (respectively, the "Tender Offer" and "SMART") but have lost the stock certificates for said shares and lack resources to file the required bond, Piltel has agreed to facilitate the replacement of lost certificates prior to the lapse of the one-year wait period on the condition that the stockholder agrees to allow and authorize Piltel to retain and hold all payments made by SMART for Piltel common shares owned by the stockholder and tendered pursuant to the Tender Offer for one (1) year from the date of the last publication of the Notice of Loss covering the lost certificates as security for any damages that Piltel might incur as a result of the replacement of the lost certificates.

All concerned stockholders are advised to file an Affidavit of Loss and a letter-request highlighting the conditions set by Piltel above ("Letter Request") with the Tender Offer Agent, ATR Kim Eng Securities, Inc., on or before the last day of the Tender Offer Period. For the convenience of the stockholders, a form of the Letter Request may be obtained from the Tender Offer Agent.

Pilipino Telephone Corporation

By:

(original signed)
Napoleon L. Nazareno
President and CEO



Never in history

By Ernesto M. Ordoñez

SENATE HAS THE PRIVATE SECTOR RIGHT given the information it needs to monitor the Department of Agriculture (DA) budget in the regions.

But first, the DA has never been allotted a P45.2-billion annual budget. This amount is approximately three times its 2009 budget of P15.6-billion and 62 percent more than its P28.9-billion budget last year.

That is, until last July 3.

The three-day thumbs in the support of Agriculture Secretary Arthur Yap and Undersecretary Belinda Gonzales, the following pas-

COMMENTARY

sed the Department of Agriculture Modernization Act (Mina) budget components of the DA budget were given to farmer leaders.

Note that the P34.1 billion has tallied a less than a third of the budget. Among the supported budget items deal with irrigation (P10.1 billion) and farm to market roads (P5.6 billion).

Strategic significance

The release of the above information has strategic significance. With this information, the private sector can now monitor DA budget use in a decentralized and meaningful way.

Since the increased P45.2-billion DA budget is intended for the year immediately preceding elections, it is viewed by some skeptics as a source of bigger scams. But the Aquino Agriculture believes another alternative is possible.

After years of neglect, the DA leadership has commendably succeeded in getting a substantial budget appropriation. To prevent corruption and further scams, the Aquinos has committed to work with the many good elements in DA by actively participating in DA budget monitoring.

The legal basis for private sector monitoring of the DA budget is found in Executive Order No. 116, Series of 1987, when the National Agricultural Fishery Council (NAFC) was created. It was followed by DA Administrative Order No. 6, Series 1998, which stated that the NAFC should "monitor agriculture and fishery programs of all government agencies."

Despite this, the NAFC did not meet for one year and five months prior to June 30, 2009. But because of Secretary Yap's directive that there should be more private sector participation, a follow-up NAFC meeting was held less than a month later or last July 9.

During this meeting, it was announced that Roberto Ancla, members of the Regional Agriculture Fishery Councils (RAFCs) and concurrent Alyssa Agabedere via president for Mindanao, would harness the private sector membership of the RAFCs nationwide to perform the important task of budget monitoring.

Mindanao model

Notice and that is the case of effective budget monitoring, the RAFCs need not "reinvent the wheel." In Region XI (Southern Mindanao), the RAFC chair asks the DA regional executive director for both the DA budget given to him and "what has already been disbursed."

Partial 2009 DA Budget Regional Breakdown (in Thousand Pesos)

Regions	Total	Rice	Corn	High Value Commercial Crops	Livestock	Fisheries
CAR	727,000	117,878	13,500	28,750	7,125	11,728
I	1,744,000	1,000,000	15,000	15,000	7,125	11,728
II	1,744,000	1,000,000	15,000	15,000	7,125	11,728
III	1,744,000	1,000,000	15,000	15,000	7,125	11,728
IV	1,744,000	1,000,000	15,000	15,000	7,125	11,728
V	1,744,000	1,000,000	15,000	15,000	7,125	11,728
VI	1,744,000	1,000,000	15,000	15,000	7,125	11,728
VII	1,744,000	1,000,000	15,000	15,000	7,125	11,728
VIII	1,744,000	1,000,000	15,000	15,000	7,125	11,728
IX	1,744,000	1,000,000	15,000	15,000	7,125	11,728
X	1,744,000	1,000,000	15,000	15,000	7,125	11,728
XI	1,744,000	1,000,000	15,000	15,000	7,125	11,728
XII	1,744,000	1,000,000	15,000	15,000	7,125	11,728
ARMM	1,744,000	1,000,000	15,000	15,000	7,125	11,728
CARAGA	1,744,000	1,000,000	15,000	15,000	7,125	11,728
TOTAL	34,134,000	14,117,878	313,500	328,750	141,500	134,000

Note: DA Agriculture and Fisheries Modernization Act (Mina) budget components of the DA budget were given to farmer leaders.

Source: DA

Under the new memorandum of agreement (MOA) between the DA and the RAFC, the latter will be given the DA regional budget breakdown such as the one given above, together with the legal supervision that the AFCs should monitor DA budgets and the RAFCs can now get the more detailed DA regional budgets from the RSEs and carry out the necessary private sector budget monitoring. This should also be done by the AFCs at the provincial and municipal levels.

Revitalizing AFCs

One of the stated goals in the http://mail.da.gov.ph website is to "revitalize weak constituent bodies."

For those interested in joining AFCs or undertake revitalization happens through DA budget private sector monitoring, the same website gives the procedure: An application letter should be sent to the AFC coordinator at the DA regional field unit, the provincial agricultures or the municipal agricultural officer.

For the first time, we can now have effective budget monitoring, an essential element to realize the DA vision of sustainable agricultural development.

(The author is chair of Agrinnovate, former secretary for presidential flagship programs and projects, and former undersecretary for agriculture, and trade and industry. For inquiries and suggestions, e-mail agrinnovate@yahoo.com or telefax (02) 4122112.)

LIFESTYLE Fashion & Beauty

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Brazilian models—they're not as glam as we think

Many live in cramped studio units in the high-rises of Salcedo or Legaspi Village

By Jake Maximo
Courtesy

THE BRAZILIANS HAVE invaded Manila. From Akihiro Sato's huge billboard for a clothing company on Edsa to another Brazilian male model endorsing the competition, these good-looking human specimens have replaced popular Filipino celebrities as hawkers of mass-consumer goods.

This era's "it" girl, Gisele Bundchen, is a Brazilian. She's the face of scores of international brands like Dior, Versace, Dolce & Gabbana Fragrances and Max Factor, and is worth $330 million, according to Forbes Magazine. Bundchen made $35 million last year alone. She's been ranked the 14th-richest woman in Hollywood, and even dated Leonardo DiCaprio before eventually marrying star quarterback Tom Brady.

Her comparisons to the Philippines may seem to free glass fruit, but many of them have said they left their country to escape poverty and find greener pastures. Sato, who is of Brazilian/Japanese descent, admitted that he grew up in humble surroundings and never tried modeling until he was spotted by talent scouts in Manila.

Most of them speak only Portuguese, Brazil's national language, and are non-conversant in other tongues. Some did not even finish high school.

Low talent fees

They live in cramped studio units in the high-rises of Salcedo or Legaspi Village, sometimes four people sharing a 36-sq.m. space. They split among themselves the rent that ranges from P20,000-P30,000. They go out all day doing casting calls and "go-sees" in condos, criss-crossing Ayala Avenue to meet and set bookers-loyed talent agents.

They accept talent fees as low as P5,000 per day of work just to make ends meet, and sometimes, even gift certificates for magazine shoots, just to beef up their modeling portfolio. They spend the night partying in events to increase their visibility and for those photo-ops that would hopefully land them in the dailies.

They bar-hop courtesy of their evening's benefactors, or as part of their signing privileges in some high-end establishments. Gone, I was surprised to be with a bunch of these Brazilian gods and goddesses on a two-ferry bound for Boracay. Some Mindoro politician invited them for a week's romp in the party-capital during Holy Week. They endured the 1½-hour travel just to do Boracay's sunset routines and live out a politician's dream of recreating the French Riviera or Capri Islands by way of Silverjet Sea and Tahiti-Inasi.

And who would ever forget the bus-ride these poor models had to endure during a 2008 fashion show, when Immigration agents raided the backstage of SM Pasay, arresting every Caucasian-looking model who allegedly didn't have working papers?

While these models may have taken jobs away from local models, boss the government agency deals with the matter was diplomatic and downright racist.

Fortunately, some Brazilians have found unparalleled success in the Philippines. Beauty queen Priscilla Meirelles decided to stay and make Manila her second home after winning Miss Earth. Jenne Monteiro is now a mainstay of a noontime show and is doing very well as a remodeler.

Male model/Adriano Kamaliano is now the chef of Nuevo Cocodelli after logging some kitchen time as consultant in the Brazil Brazil restaurant chain.

Different fame

However, another female Brazilian is enjoying a different kind of fame with those infamous sex videos. She is perhaps still unaware of the video since she had left for Europe before it became a sensation.

Gone are the days when we had to "fly in" foreign models. Many are practically in our classrooms these days. When I met with an ad agency, one client had no choice but the cause of having foreign models, paying international rates and putting them in first-class accommodations.

Brazilians have totally enthroned it. We actually went for French-Vietnamese for their delicate features—bikini bone structure, medium nose, colored eyes and dark hair. Think Zhang Ziyi in "Memoirs of a Geisha."

It's clear that, for now, Brazilian models are here to stay, even if some of them would come close to even a tenth of the money their companies, franchises, earn. How long will this last? Who knows. Let's just sit back, and enjoy the parade of paddleboards.

Khakis with attitude

Mabuhay!

Jenni J. Eppersson

CFDA/VOGUE FASHION Fund finalists Alexander Wang, Vena Cava and Albertus Swanepoel designed khaki pieces for this year's installment of Gap's Design Edition series. The word "khaki" conjures images of bad summer camp shorts and dreary World Tourists. But no longer are khakis to mean what most jeans are to women.

Gap's new khaki pieces are actually pretty cute. They won't be enough to save the entire company from itself, but they're a solid start. Wang did a motorcycle jacket, Vena Cava did dresses and Swanepoel did hats.

Who knew khaki could be so exciting? Gap has once again partnered with the hippest designers to transform something basic into something absolutely covetable. This year's CFDA/Vogue Fashion Fund nominees (including Vena Cava and Alexander Wang) have reworked Gap's classic khaki fabric into fabulous creations.

Khaki has a few less than fashionable connotations—frumpy, pleat-front slacks that always seem to have a cell-phone holster clipped to the waistband, for instance. But the staid staple is about to become much more stylish with the Gap Design Edition collection created by Alexander Wang, Albertus Swanepoel, Lisa Maycock and Sophie Buhai of Vena Cava.

Gap tweakers "khakis with attitude," an integrated marketing campaign that features khakis and stars, a talented cast of actors and models. This season, khakis have a lighter look, muted and style than before. These khakis will give you the freedom to lighten up, kick back and get ready for the rest.

"Gap's khakis for spring are effortless. Soft, rumpled and laid-back—they have a whole new lightness and ease," said Trey Laird, creative director for Gap. "The look is still pulled together, but with a cooler, more carefree vibe that comes alive in our new 'khakis with attitude' campaign."

Gap's new khaki collection is a broad range of fresh, easy looks for men and women. For women it is all about wide-leg pants, which makes Gap's boyfriend trouser a must-have. Made of lightweight cotton, with clean lines, wide-cut leg, the boyfriend trouser is an updated twist on a classic favorite. Other great khaki styles for women include the khaki pencil skirt, drawstring dress, zipper miniskirt and cropped peacoat. Men will love the casual attitude of this season's khakis, from relaxed khaki pants and cargo shorts to weekend jackets and military shirts.

Laid-back images

Shot by acclaimed photographer Mikael Jansson, Gap's spring/summer campaign has Gap's new "khakis with attitude" in a series of laid-back images. The ads are shot against a faded khaki backdrop capturing the light, relaxed mood of the season. Each person in the campaign is photographed wearing an item from Gap's new khaki collection for spring.

Kyra Sedgwick gives a playful, flirty glance in her khaki boyfriend trousers. Mountcastle stiller looks casual and comfortable in cargo khakis. Chris O'Donnell exudes cool confidence in khaki military jacket and drawstring pants.

The "khakis with attitude" print campaign was developed by Gap's creative agency Laird + Partners and ran in March issues of Vogue, Vanity Fair, Elle, Allure, Glamour, Lucky and GQ.

For each of Gap's design editions—this is the third—winners of the CFDA/Vogue Fashion Fund competition reinterpret a Gap classic.

Standout items in the line include seven wool jackets, a sheer-sleeve, elastic-waist dress with black geometric print at the neckline by Vena Cava. The style is versatile for day or night, and the wide neckline and slightly extended sleeves flatter the neck and collarbone.

Wang's popular boyfriend blazer silhouette appears here in ultra-soft khaki. The jacket looks like a hybrid of several classic coat styles, with a traditional trench coat vent in back, blazer collar and lapels and peacoat-style buttons down the front. It is perfectly slouchy, with sleeves sewn to that drowsy look crunched and chic. And Swanepoel's khaki bucket hat is adorned with two layers of grosgrain ribbon trim and a band of delicate feathers. The subtle crown of the hat is lined with substantial peacock and navy/blue striped cotton for a surprise punch of color.

Some of the line's pieces—slouchy jackets, flared shorts and zip-front dress—may be hard for most people to pull off, but there are also khaki trousers that are fitted at the waist and hip, with a clean, wide leg that makes for a much more flattering fit than the originals. Cell-phone holster not included.

NY-trained designer debuts fashion collection

FRESH FROM HER SUCCESS as the 2009 Mega Young Designers Competition (YDC) grand prize winner, Vanessa Ang has done what all practical, smart women should do: She has gotten straight to work.

The first ever female winner of YDC just launched her debut collection in Myth, a multi-brand concept store in Greenbelt 5 that considers itself to be more of Filipino design and less generally.

Ang is the latest and youngest designer to join Myth's roster that includes trendsetters Aureus, Mink Dalisay, Randy Ortiz, Dennis Lustico, Jojo Llenos and Joey Samson.

makeup artist Henri Cabang and hairstylist Jing Morris.

Ang's debut collection contains 18 feminine yet modern pieces perfect for the Manila socialite.

In a recent exclusive presale partnership with Mega, some of the shoppers' favorites were a chic, belted green-and-gold silk brocade skirt, a quirky yellow jumper dress with gray button accents, and a fluid, nude chiffon/leather dress.

"I'm in the Myth mentor of 'Proudly Philippine-made,'" all of Ang's items are sourced and made in the country. It is a true homecoming for this young designer who finished and apprenticed in New York.

JEWELRIES. shown (opposite, from left) classic hoop-and-pearl necklace, necklace-as-tiara with matching earrings, filigreed pearls and diamonds, dangling earrings and stacked bleak cuff

Pearly gems for its pearl year

PINK pearl necklace accentuated with diamonds from the Princess line

By Lucy Lozada
Contributor

BLESSED ARE those who show up early at launches and events, for they get to enjoy exclusive photos and meet the hosts up close and personal.

This was the case at the opening of Jewelmer's 14th Fine Jewelry store on the second floor of Greenbelt 5, Ilonggo chef and creative celebrity—Ana Maria Belmonte, Celine Agoncillo, Danielle San Agustin and Carmina Sanchez—organized an exclusive affair with guests sampling and trying on their favorite elegant suites of gold necklaces set with diamonds.

Jewelmer is launching a younger and less pricey line for family- to first-something first-time customers, consisting of mainly pearl studs and fine fil-gold pieces. For many Filipino women, after all, a wearable string of real pearls is one's best friend after diamonds.

A video on "The Miracle of the Golden Pearl" was shown, and copies of the accompanying hardbound book with the same title were given out. The video featured a clip of the Paris fashion show last year that showcased Jewelmer jewelry, with Gigi Pilapil as the model wearing gowns by Filbert Baks.

In these Internet-mediated days we see the new Princess line and Shaia decompressors, including a long necklace with pearls the size of gold balls and a sculptured piece with golden pearls attached to gold spirals that bounced around the neck of the model. This piece got a standing ovation from the Paris audience.

The launch of the new line marks Jewelmer's celebration of its 30th year in the business. How apt, as 30 years is pearl, while 40 is ruby and 50 is golden.

Changing the landscape of New Manila: PineCrest.

When you think of Baguio you imagine rows of pine trees, fresh breeze, and cool climate. You think crisp, clean air. You think it's good for the kids and the grandparents. You imagine a healthy environment including one free from noise pollution buffered by towering trees.

Now, take a deep breath and visualize all that – in Manila – and you get PineCrest.

Developer Crown Asia has created the most unique offering to date: pine trees, hundreds of them.

Pines are among the most commercially important of tree species, valued for their timber and wood pulp throughout the world. In temperate and tropical regions, they are fast-growing softwoods that will grow in relatively dense stands, their sterile dressing needles inhibiting the sprouting of competing hardwoods.

"We actually imported the trees from Australia and created a nursery in Santa Rosa, so we could populate the development with Pine trees," says Jing Serrano, President of Vista Land & Lifescapes, Inc. *"Most people are surprised that they can grow in our climate,"* she adds. *"PineCrest will live up to its name."*

Perpetual spring will soon be upon New Manila as PineCrest, the low-rise development that sits on almost 8,000 square meters of prime land, is constructed right beside the LRT 2 station.

"We will populate the development with Pine trees ... PineCrest will live up to its name."

CrownAsia
A Vista Land Company

PINE IN THE CITY

Welcome home to PineCrest.

Located at the corner of the famous Balete Drive and Aurora Boulevard, PineCrest is the newest themed city sanctuary by Crown Asia – its three towers sit on 8,000 square meters of prime land right beside the LRT 2 station in the heart of Quezon City.

PineCrest offers more than just low-density living. It features a unique ambiance that's refreshing. Endless rows of pine trees line up the premises, complimenting architecture inspired by the simplicity and charm of European urban dwellings.

Urban living has never been this fragrant. And when you're not far from the bright lights of business centers, commercial districts – with educational and medical facilities nearby – you just can't get enough of it all.

For more information call: 584-0056, 0922-3159039

PINE CREST
Your Pine in the city.

LIFESTYLE Fashion&Beauty

Finding the right makeup artist for your wedding day

Hit two birds with one stone by attending an event on the day of your trial makeup

STORY ON PAGE D3

"WHEN I get screwed, my skin gets tired and dull. I pay a visit to my dermis to get the Firma treatment. The session is also relaxing and I get instant results." —Gaia Laurel Barbosa (0917-5111137)

"AFTER a long, tiring day, nothing refreshes me better than a full-body massage." —Ines Lutsenger (0911-8144137)

Finding the right makeup artist for your wedding day

AS I LOOK AT THE COVERS OF THE month's magazines, I can't help but be impressed by how talented our local makeup artists are.

They do such a good job of bringing out the beauty of their subjects while still making them recognizable. That's not easy.

With all these makeup magicians around, it's a lovely time to get married and see their services used.

I have four dear friends who are newly engaged. Girls normally know which designer to go to, but are at a loss when it comes to makeup artists. That is very understandable. How often have you actually used the services of one? Probably zero.

On very special occasions such as your own wedding, limiting trial makeups will be a true sense. Going from one trial makeup to another can add up to a big amount, you know.

A good tip is to ask your friends to show you their photos on their big day, then choose two you like best.

Also, why not hit two birds with one stone by attending an event on the day of your trial makeup? Not only do you get your mummy's worth, you can also get your loved ones' opinions on how you look.

To give your makeup artist an idea of what you want, bring a picture of your preferred look. But have realistic expectations, you can't end up looking like Angelina Jolie—if you don't look like her, to begin with.

When you meet your makeup artist, make sure you are comfortable with him or her so you can explain what you really want and your expectations.

Ask if she or he will stay after the church ceremonies to retouch your makeup, and how many people she or he will bring along to the reception.

Makeup artists work hard. It is a fun job that can also be tiring. They spend long days standing up, and their call time is hours.

Here are some of the best bridal makeup artists and their work. Apologies for my mistake but work when I put out a picture of Agot Isidro that was shot by Jaro Mark for another broadsheet. Also, get to know their beauty pick-me-upper after a long day of work.

KNOCKOUT!

Rio Francisco-Prieto

"BEFORE a tennis day, I make sure I make time to soak in a tub with Amazing Grace's foam bath. Then I spritz on a citrus scent to energize me." —Denise Go-Ochoa (0918-9283552)

"I USE a happy color on my nails which shows me up while doing my job! As the manager I am having fun's 'crisp pink shades'" —Xiong Zubieta (0915-9056861)

"WHEN I get so tired, I go for a home service massage. It helps, relaxes and loosens up strained muscles. Before the session I only: I sometimes fall asleep!" — Mila So (0906-8660899)

"WHENEVER I feel I woke up on the wrong side of the bed, I put on extra layer of eyeliner on my upper and lower lids. I mix three to four different colored liners. This instantly makes me feel happy and pretty!" —Karla Jones Chan (0915-8468736)

Gentler alternative to shaving

DEPILATORY PRODUCTS have gained notoriety over the years for being anti-feminist, taboo in women re-removing unwanted hair. Not only are they difficult and messy to apply, they also leave an unpleasant smell.

But modern-day hair removers emerge as part of the woodard de-fuzzing menu that also includes waxing and shaving. But I was never a fan of topical depilatories.

That changed when I recently tried the latest Spray-On Hair Removal Cream, an ingenious formula that takes care of the most basic while gently dissolving hair. I read in a magazine that depilatory creams and lotions help minimize ingrown hair, unlike when you shave—a dilemma I've faced these last couple of months.

Muriel Chua, beauty in-the-dig digest

Shaving vs depilation

Shaving cuts hair in a straight line and leaves a sharp edge that feels stubbly when hair starts growing again. Using a depilatory product absorbs hair at the surface, leaving a smoother, rounded edge. While regrowth can still be visible in a matter of days, it is less rough to the touch.

Spray on, smooth away

These come with a rubber-tipped spatula that gently scrapes off the hair in formula residue, a mechanism similar to how smokers wanders use a rubber squeegee to lift away soap suds. It is important to read instructions and follow thoroughly.

Safety reminders

When trying out new products that go directly on skin, make sure to do a patch test first. This means testing the product on a small area and checking for allergic reactions, before applying it all over.

Using hair removers lotions within 72 hours of shaving is a no-no, especially for sensitive skin types. Also, avoid direct sun exposure. And as with other methods for hair removal, allow a few days to between sessions.

If you are tired of the rough results of shaving and you are days—or even weeks—away from a waxing appointment, or simply dread waxing period, a good depilatory cream is an effective compromise. Simply trim the bonny stubs for newer formulas to make the most out of this technology. If, if it's a recently launched depilatory product, chances are, it smells better than its counterparts from yesteryear.

Muriel Chua is the former beauty editor of Cosmopolitan, Seventeen, and Oh! Magazine Philippines. Ask her a beauty question at http://beautyinthedigitalage.com.

DEPILATORY creams dissolve hair on the surface, leaving a smoother, rounded edge.

Get gorgeous, textured waves

THIS YEAR'S HAIR TRENDS all seem warm. Whether they are leaning left or right, volume and texture are essential. And while waves add glamour to your look, it can also appear relaxed and casual. It is versatile in a way, as the loosest waves can switch from romantic to edgy just by changing your hair part or by pumping up its volume by gently tousling hair with your fingers.

Getting the curl you want will depend on technique and may take a little practice. Hairstylist Joelle Tanchanco gives a step-by-step guide on getting gorgeous waves that work for any hair type.

Tools you'll need: Tanchanco says a 1-in curling iron or bandits to get tighter, bouncier curls. For softer, more finished waves, use a 2-in curling iron or large velcro barrel rollers and avoid adding hair products. However, to create flat curls here, it is necessary to use a little curl boosting spray or hair spray, especially if you don't have time to set the curls.

Step One: While hair is still damp (after towel drying), apply a curl boosting spray that doubles as a heat protectant to prevent your hair from getting damaged by the iron. Otherwise, it is advisable to dry your hair completely before styling it. You can continue to dry your hair with a towel as you curl it to achieve a quick blast of air from your blow dryer will do.

Kelly Misa, Bride of the week

Step Two: Section your hair and curl your way from the front going up, working from side to side. You can adjust the tension of the curl by adding or loosening the amount of hair you curl on a iron. Curling a smaller portion of the hair will produce more bouncy curls, while a thicker section will give hair a wavier look. To make curls last, hold the iron for about 10 to 15 seconds for thin segments, and 15 to 20 seconds for thick ones.

Step Three: To set the curls, you can either pin them up after each coil or mist hair spray on hair. To get Sandra's hair, Tanchanco pinned the curls for a few minutes and lightly sprayed a medium-hold hair spray over the curls after cooling out the pins. If you've curled your hair too tight or bouncy, don't set the curls or apply hair spray. Instead, take a few drops of a smoothing hair serum, rub it evenly on your hands and run your fingers through your hair. This will give hair a more relaxed wave.

Curl for your hair type:

Usually, those with fine hair will find it difficult to keep their curls intact, so instead of using a curling iron, they resort to perking it with. Curl waves with a curling iron by applying curl boosting products and misting hair spray after curling hair. Some hairstylists suggest skipping conditioner before styling hair to get more volumes.

Extra thick hair can be curled with an iron, but if smaller sections at a time, and hair has to be left around the iron for about 20 to 25 seconds. Thick hair requires more heat to curl compared to fine hair's. Apply hair spray on each section of curls as it gets hot the curls are last longer.

Usually, you can remedy frizzy hair by using anti-frizz products, especially if your hair is naturally curvy. But if you have seriously frizzy hair, apply an anti-frizz product, straighten hair with an iron and curl hair with a curling iron. This will give you soft, smooth waves.

GET SEXY, curly hair at home.

Where to go for skin lightening

FACE: FOR THOSE WHO WANT to chemically lighten their skin, face and body peeling with bleaching ingredients is the only way to get there. But this will flake off skin in big chunks. The new exposed skin will be red, sore and sensitive that direct sun exposure will cause burning and skin discoloration. Any scratch or even minor skin irritation or any bruise will scar/discolor.

MAKEOVER 911

KENNY NOLAN

The places known for skin peeling are Philosophy by Mikaela for Fraser White (www.mikaela.com.ph; 892-2372) and Cathy Jean's Body Peel. Mikaela is relatively the more affordable, with Rafa Mae Quinto as endorser. Tolentino is known for her products' gentle yet effective ingredients. Christine Reyes and Ara Mina are her endorsers.

Another fast way to lighten skin with an downtime is referred to the intravenous glutathione. Some celebrities even avail of double doses of glutathione with Vitamin C once a week for five straight weeks and injectable with cow tissue a month three times a week. After they have reached their desired color. Prices range from P2,500 to P5,500 for a single dose of glutathione with Vitamin C and breakthrough. I have. I had an Info Clinic, Aesthetic Science and Cathy Tolentino.

IV Shots solution from within

believe reaching the surface. To speed things up, my body scrubs with bleach or topical solutions from skin whitening lotion which are not safe for pregnant women. Only body scrub minus the bleach and oral glutathione supplements are considered safe for expectant mothers.

Sunblock: with at least SPF 30 must be applied on exposed areas.

Process

Patients who avail any of the whitening or peeling treatments/packages and refer another patient who buys the same package at Cathy Violento will be entitled to one free session of his/her package.

If the patient refers two new patients, he/she gets one free treatment and so on. The promo is ongoing until Sept. 15. Check out www.cathyviolento.com for the clinic location nearest you. She has four: Metro Manila branches and one in Tokyo.

Other contact numbers for inquiries: Belo Institute 8462889 for Metro Manila; Joe Celis, call 6928.0342/0928 or text 0917-5520986; check www.belomd.com.

Philosophy by Mikaela Advanced Aesthetic Clinic: www.mikaela.com.ph or call 892.2372.

Aesthetic Science Clinic: 8995665 or text 0908-9907376; visit www.aesthetic-science.com.

HAVING a complete shaving kit will give you the best results.

How to achieve perfect shave

By L.A. Cawing Lopez
Contributor

HERE ARE USEFUL TIPS AND proper methods to help you achieve that perfect shave.

You know those old boxer-wearing commercials and movie clips where a ladies is shaving while her young son stands beside him "fake shaving" with a dollop of cream on his face? Well, that was not my first experience with shaving. Mine was more of a "here's a razor, try not to hurt yourself" kind of learning.

A couple of years later, and several bleeding cuts and scrapes, I came to learn some helpful steps:

Prep is best. Preparation is always the best way to go about anything. Before you put a blade against sensitive facial skin, make sure it is sharp (dull blades are actually more likely to nick you) and clean. Also, a hot shower is recommended before shaving as it moistens hair follicles, allowing for easier shaving. A facial scrub will also help exfoliate and break down facial hair.

Brush with gusto/care. I've always figured that using a budget brush was a bit overthe-top: some really do pretend they're cushioning the surface of your face, but the benefits of using a brush include gentle coverage and better lathering of product, allowing you to get the most out of a dab of product. I really like the product range and brush-and-razor set from New York-based company Bräuer (at Adora, Greenbelt 5).

Going against the grain. We've heard countless times that going "against" the grain is a definite no-no. But if you want to get the closest shave possible, there really is no other way. The trick is after you're done shaving "with" the grain, rinse off residue, re-prep the entire face (shaving cream and all) and lightly shave in the other direction. You may get some bumps and razor burn, but your skin will naturally adjust to it.

It's a bit of a misconception that the art of shaving must be passed down from father to son. Truth is, no matter who you learn it from, it's likely you will learn as much of that person's mistakes as his correct methods. The best way, really, is to do your own research—from scouring the Net (there are countless "grooming gurus" online) to simply consulting your favorite men's glossy mag.

Instant facelift for women in their 30s

By Cherie V. Moral

ACTRESS-TV host Angel Jacob, 27, and designer-entrepreneur Mindy Tantoco, 32, have swear by the results of Refirme.

There are women who undergo it before a big event; they claim they get a lovely glow

DO IT NOW AND YOU won't need Botox when you reach your 40s.

Not a bad proposition, but one you take with some skepticism. After all, in my job covering the parts of the beauty beat, I have practically heard them all.

("Hired!" vets quite apt to my case as, at the time of this assignment, I had yet to submit myself to any procedure more complex than getting my blackheads extracted.)

Filmmin my age (30s), according to Ring Tecklin, a consultant in Facial Cosmetology, are the best candidates for Refirme, as this is the period we begin to see fine lines around the eyes and the mouth, and skin begins to sag and droop.

At this age, she explained, skin starts to lose laxity. Refirme is a preventive measure to delay the signs of facial skin aging, crow's feet, laugh lines, droopy eyelids, baggy eyes, sagging jowls.

In short, its lotion doesn't mimic the knife.

In-demand

Refirme, a US FDA-approved technology introduced at PGC two years ago, is the latest in-demand procedure in the beauty center. Women typically do it before a big event, like a wedding. They claim it gives them a lovely glow.

Refirme is a nonsurgical treatment that uses short (electro-optical synergy) radiofrequency which combines low-energy infrared and bipolar radio frequency to deliver heat into the skin's deeper dermal layer to stimulate the production of elastin and collagen, the proteins responsible for the skin's structure, elasticity and tone.

(As one ages, the body's ability to produce collagen slows down, resulting in wrinkles and dull complexion.)

Aside from restoring skin's elasticity and shape, Refirme is also believed to tighten pores, making them less prominent. Its proven tightening action is believed to lift tissue that are beginning to succumb to gravity, the results visible immediately after the first session.

Refirme, exclusively offered at PGC, is a 45-minute healthtime procedure that requires no downtime. Meaning, you can resume your activities immediately after. If you're on a skin-whitening regimen, however, you will be advised to discontinue using the products a week before undergoing Refirme.)

The treatment requires five sessions at four-week intervals, with results lasting to a year.

For details, call 892-7546 to Metro Manila; 911-1634-90 in Batangas; 233-

A SPLIT-FACE comparison on a woman treated for skin laxity after only one session. Only the right side underwent Refirme.

A PATIENT after two months of treatment (left side of the face only)

PAIN THRESHOLD in Cebu, 1

Pain threshold

The technician—in my case, a young nurse named Dan—typically asks what your pain threshold is. While Refirme is "virtually painless," some patients, according to her, get slightly startled—akin to a tiny flick of a rubber band—as the warm light is delivered to the skin.

However, a cool, cucumber gel is slathered on the skin as buffer so I felt only the warm heat touching my face; absolutely painless and comfortable. In very sensitive patients, a topical anesthesia may be applied.

Dan first performed the procedure on only the right side of my face, and handed me a mirror to show me the difference. My eyes could've been playing tricks on me, but the skin on my right cheek and, eye-shook actually looked pulled and lifted, my right jaw better defined and my right eye area "even off" compared to the left side of my face.

Shocking dramatic, but I kind of liked it. Hmmm...

As colleagues continued to reproduce in the next couple of weeks, Dan said the results will be more noticeable. The skin tightening is most evident after the fifth session.

At this point, my right brow was raised, and Refirme had only somewhat to do with it.

driving shoes

Comfort and style unite in driving-friendly shoes at the Men's Shoes Section.

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bush puppies

bush puppies

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salvatore ramos

SM DEPARTMENT STORE

Prices may vary per store.

New active lifestyle booster on the market

A HEALTHY DIET, REGULAR exercise and maintenance have been the standard prescription for coping with the demands of daily life.

But sometimes you need energy and stamina well beyond refreshment, or you have goals to achieve and targets to meet at work and at home.

Just out on the market is Arymentin Gold, a multivitamin for active lifestyles.

Arymentin Gold has been a known brand in Korea for more than 30 years. In 1995, it was the top pharmaceutical product, and in 2006 it was listed as one of Korea's top three over-the-counter brands. In 2007, Arymentin Gold was the only multivitamin brand included in Korea's top 100 pharmaceutical products.

It's manufactured by Il Dong Pharmaceutical, a Korean company that produces a vast array of pharmaceutical products, vitamins, minerals, stimulants, digestive enzyme products, psychotropic drugs, anti-emetic drugs, circulatory system remedies, respiratory system remedies, antihistamine agents, probiotics, topical preparations, endocrine system remedies, anti-inflammation agents, analgesics and others.

Unlike other multivitamins, Arymentin Gold is an activated form of multivitamins. It claims to immediately strengthen your body as it converts enzymes three times faster and increases blood concentration level. Nutrients are absorbed better and have a higher bioavailability or a shorter period of time.

Arymentin Gold is believed to have a fast-acting formula. By making its nutrients and minerals readily available to your body, it helps you quickly regain strength and stamina.

Arymentin Gold is available at South Star Drugstores, Mercury Drug, Rose Pharmacy and other select drugstores, or MedExpress at 634-3333, Generic Pharmaceutical at 524-2442.

LIFESTYLE Fashion&Beauty

Do you love like you shop?

Your shopping habits can reveal a lot about your romantic life

By Pam Pastor

ONE NIGHT IN THE CITY, WITH BOTTLE of cold beer in hand, the cheesy hits me harder than 18 shots of tequila. People shop like they love.

Such my shopping and romantic history flashed before my eyes. I am my subject #1.

I shop with wild abandon. When I really like something, I will buy it in all colors—which is probably how I ended up with over a hundred pairs of thermometers.

There's no such thing as too many. Glued to my computer and spending hours on eBay, making three train changes in a strange city, getting angry shopping bag marks on my arm and blisters on my feet, translating e-mails into Japanese so I could interview an online seller in Tokyo to bring my purchase to my hotel, waiting for a box from Hungary and hooping my fingers around that greedy summer still didn't cut my fashion finds anywhere sensibly—those are just among the things I've done for shopping.

How far have I gone for love? Items below.

When I like something, I like it in the order of obsession. I can't say I haven't been the same way with people, too. I've made impulse purchases I ended up regretting, and I've jumped into relationships I ended up regretting, too. I have shopped recklessly—and, yes, I have loved recklessly.

I'm just thankful that when it comes to love, the no return-no exchange policy does not apply. Not all purchases are final.

Careful shopper

Sunday is our subject #2.

She is a careful shopper. She will walk (once) slow, find something she likes, read its price, pick it up and even try it on, but she will always hesitate to buy it. Most of the time, she walks away without buying anything.

She just doesn't commit easily—whether in shopping or love.

She goes out on a date (which, essentially, is "trying people out") but she usually balks at making a commitment.

But when she finally decides on something, whether it's the kick-ass new Nikes or a brand new relationship, she's there 100-percent, ready for the long haul.

Pronoy is our subject #3.

He used his most recent object of desire as example—the MacBook Pro—and a deal he likes. "I remember, when I was about to buy my MacBook, I kept logging on to the Apple site. I couldn't even work. I just kept reading stuff about it. It was the same thing with the chef. I kept looking him up online, trying to get to know him more. I'd do that even in the office."

In shopping and love, he can be persistent.

"When I like something, I will keep going back to the store until I have enough money to buy it. I've been the same way with the chef. I keep going back to him because I keep thinking that I'll find it hard to find someone like him again."

Sadly, while he was able to get his hands on the MacBook Pro, his attempts to snag the chef have been futile.

Expensive taste

Bessie doesn't know it but she's our subject #4.

She has expensive taste—clothes, bags, shoes and men. Friends and labels are a big thing for her, and similarly, the men she dates need to look good on paper.

Never mind that she's made a fool of herself lusting on expensive but jaded high heels, never mind that she's made a fool of herself chasing men.

SUN 24/7 CALL & TEXT UNLIMITED
ANG HARI NG
UNLIMITED
Call Unlimited Na, Text Unlimited Pa!
Dito lang sa Sun may
Call and Text Unlimited!
Unlimited all day!
Unlimited all night!
Unlimited everyday!
No registration.
No minimum balance needed.
Pagload mo, gamit agad!
Sa P25 lang, unlimited na
ang Calls and Texts mo sa buong araw!
P25 ONLY
24/7 CALL & TEXT UNLIMITED
P100 P150 P450
Ngayon ka dapat mag- Sun!
• Over 4,700 cellsites nationwide.
• Over 10 million subscribers.
Sun Cellular was presented the 2009 Frost & Sullivan Award for The Most Promising Telecom Service Provider of the Year in Asia-Pacific.
www.sunmobile.com.ph
SUN CELLULAR PREPAID

HELEN Ong, Nokia marketing head Sandeep Khanna, Marketta Santos and Nene Lozano

HEMERU Harrison and daughter Bea with Ria Prieto

NOSEY two brilliant minds meet, you can be sure of an awesome happening: Nokia general manager William Haralson-Myers with Philippine Daily Inquirer president and CEO Sandy Prieto-Romualdez

AUDREY and Aimi Prieto

PILIPIST Foundation president Vicky Zulueta and Inquirer.net chief Marisol Prieto

SISTERS Cori Sanders and Toni Abadeer with Bing Rambo

DRESSER Duenpen, Rima Demerei, Carol Gonzalez and Giselle Tung

TEXTING his multi-deserved love, talented Australia-based Filipino designer Leonardo Salinas

Stage director is madly in love with actor-singer

ANA ABAD Santos, Tim Yap, Cris Albert and Lowell Lo

IT WAS A SHOWCASE OF SOFT LIGHTS, sexy curves, style statements, beautiful faces and luncheon hosts as Nokia sponsored the super successful, hard-to-beat Lifestyle Series of the Philippine Daily Inquirer, no less, dubbings. The event was held at the fully packed, newly renovated Rizal Ballroom of Makati Shangri-La. This exclusive stylish happening launched the latest exclusive gem, the fantastic eye-catching Nokia 6700 Classic, in the metro.

At the time, it was also the homecoming fashion show of Sydney-based, artistic Filipino designer Leonardo Salinas, one of Australia's darling eccentrics. He was discovered by wedding hotshot Bianca Zobel when he came to our town during the launch of her book, the Inprov early this year and her online fashion retailer I Am High Maintenance. "Nokia continues to support all style segments of our users' life—from music, food, art to fashion," said Williams Hamilton-Myers, brilliant general manager of Nokia Philippines. "For this event, we saw a beautiful ball gown of Salinas and the Nokia 6700 Classic. If you look at it, it's minimal but very stylish. And sometimes, that's what counts—the little details," he continued with his French charm, pulong pa.

Cannes Mireille's sweet stylish women came in full force, dubbings. Exquisite outfits even worn by the women, while bespoke suits were sported by the men. As this morning, awesome sweet, the Nokia 6700 Classic showcased fluidity, versatility and elegance.

The Nokia 6700 Classic is the latest style statement with beauty and brawn—a 3-megapixel camera that captures your look, besides flights of fancy and quick web browsing. It's encased in beautifully designed chrome, matte silver or elegant black. It comes in pleasures very nerdy.

One very sure Barbara San Juan is the only one who can stage such a show in the country, in partnership with the Philippine Daily Inquirer, one of the most read dailies here, abroad and on the Internet, dubbings.

CEO's birthday bash

This princess and Pilo's brilliant CEO, the gorgeous Cris Albert, celebrated another fab year, dubbings, by painting the town pink. A self-confessed "legally blonde chick," the CEO certainly knows how to event her friends. The celebration started at Barbizon with her close pals Bonna Garcia, Jennifer Yap, Nikki Cruz, Irene Valle, Jessa Lagos and her sister, director and talented stage actress Ana Abad Santos, whose former husband is businessman and polo player Vince Bilbao. They separated last year and she is now ready to love with good looking stage actor and singer Markki Stroem.

After hours and tons of superb sips and excellent wine at this very popular Spanish wine bar, Cata, dashed off to more intimate venues at the exclusive Mountain Drive, where we all had a great time with beautiful women and handsome hunks.

The bash was overflowing with champagne and featured fireworks, funky masks and fabulous giveaways. But more than that were beautiful birthday wishes for this beautiful and genuine girl, who works hard and parties just as hard, dubbings.

Cheers to our bracelet queen for a day, Cris Albert.

First-class condo

The last preconstruction of Philippine Fashion Week sans a good platform to promote SM Residences and illustrate the kind of life each workhorse represents, dubbings. The biggest style extravaganza was held at the awesome SMX Convention Center and SM Mall of Asia.

The residential condominiums featured were: Metro Residences, a low-rise, 8,000-sq.-m development located in the Mega Commercial Center; Jazz Residences in Mall of Asia/Complex that combines urban and tropical living; and Field Residences in Iloilo, Davao, which features a sustainably inspired by modern tropical designs to please with lavish entertainment.

"SM Residences presents a first-rate, quality lifestyle which one can experience in its first-class condominiums. These homes showcase elegance, practical design and luxurious amenities," explained the prince of PR Edel Fuentes of Fuentes Publicity Network Inc.

For more info, call 8500300 or 857-1000/111 or visit www.smresidences.com.

GIRLSS who!

LOVEBIRDS Lloyd and Cris Albert

SO IN LOVE: eye-catching Jana Abad Santos and good-looking Boobsie Uy

CARA Barredo and Micah Muñoz

PATRICK Puda with ma and Chuck Sanantos

HAVING A BALL. Close pals from Iloilo, gorgeous CEO Cris Albert, Frances Cabrera and Hiro Cena

JOY BUENAFLOR and Joey Tejano

FASHION director Bobby Carmona

HONACO honorary consul Fortuno Ledesma

WITHOUT BATTING AN EYELASH: Mauricio Arcache

Photos by Alex Yan Hogan using YNL Photo Solutions

TRISHA and Joseph Jones

HONUK S-now s700

LIA BERNARDO and her constant escort Marvin Garcia

JONATHAN Crespi and Stephanie Zubiri

ACHIEVERS Michelle Lim and Ali de la Cruz

KATE Moss

UK fashion chain goes stateside

TOPSHOP, THE FOUR-LEVEL, 48,000-SQ FT TOPSHOP flagship store on Broadway and Broome in New York is the newest big-shopping destination in Soho district, with windows designed by celebrated British illustrator Jo Ratcliffe. (His work has appeared in British Vogue, The Guardian and GQ.)

Topshop has carved a name in the UK with trendy outfits, often the result of collaboration among established British designers alongside emerging names in fashion.

The store offers customers personalized service, from on-call fashion emergency tips to an in-store VIP shopping suite.

There's a "I miss" for those on the lookout for shirts and basic tees, a denim area that collates dresses and skinny jeans, and Smart Shop for suits. Dedicated areas for accessories and footwear are also incorporated.

At the store's opening, model and now Topshop designer Kate Moss, with sweeties Sir Philip and Lady Green, led guests. Also spotted were Jennifer Lopez, Mary Kathrine, Emma Roberts and Jennifer Hudson.

UK-based shoppers can now get hold of the latest Kate Moss Topshop Collection, with capsule collections by innovative British brands Preen, Jonathan Saunders and Richard Nicoll.

In the Philippines, Topshop stores are at Robinsons Galleria, Robinsons Place Midtown, The Fashion Shoppe at Ga Plaza Mall, Power Plant Mall, SM Mall of Asia, Greenbelt 3, Bonifacio High Street, Alabang Town Center, TriNoma, Ayala Center Cebu, and Topman at Robinsons Galleria, Robinsons Place Midtown, The Fashion Shoppe at Ga Plaza Mall, Power Plant Mall, SM Mall of Asia, and TriNoma.

Do you . . .

Homepage B1

Lucy, our subject #3, is the perennial window shopper. She looks and looks but never buys anything. She is the same with men—she doesn't go beyond checking them out.

A lot of guys have a simple formula for shopping—they go inside the store, then out in a blink. Unfortunately for girls, a lot of guys have the same formula for relationships...they're in, then they're out.

I recently picked up the book "I Want That: How We All Became Shoppers" by Thomas Hine. It traces the history and psychology of shopping and people.

I tried substituting the word "love" for the word "shop" while reading his book and was fascinated to see that the parapeoples still made perfect sense. "Lucy, I have found, is a subject that makes people nervous... Love is at once an exploration of desires and a fulfillment of responsibilities... It can be burdensome or joyous. Lovers will do things alone ourselves that we might prefer not to know."

Not to say that shopping is a substitute for love, but since teens, an Brahman mental human experiences.

Sometimes, a trip to the mall isn't just a trip to the mall. It's a journey into your own psyche.

AMERICANS have a field day navigating their way around the four-level, 48,000-sq/ft store.

MICHELLE Trachtenberg

BLAKE Lively

JENNIFER Hudson

Robinsons Supermarket

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July 1 - 31, 2009

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July 24 - 26
Robinsons Galleria
Activity Center

Saturday 2:00pm

Host: Bianca Valerio

- Body Jam demonstration by **Nestle**
- Talk on the Importance of Diet & Exercise by **Procter & Gamble** General Manager **Jim Lafferty**
- Fitness & Beauty Tips for a Healthy Lifestyle with Sole Survivor **JC Tiuseco** and **Rissa Manangquil** of PMAP
- Meet & Greet **Carmina Villarosa** by **Bioderm**
- Dance performances by **Mickey Perz**

Sunday 2:00pm

Host: Suzi Entrata-Abrera

- **Nestle** Wellness Talk
- Kiddie Games by **Mead Johnson**
- Rosco Mascot dance performance Talk on Feeding Difficulties by **Abbott**
- Puppet show: Go, Grow and Glow Foods
- Healthy Habits for Kids with **Maricel Laxa-Panglinan**
- Preparing Healthy snacks with Chef **Rob Pengson**
- Special Performance by **Jairus Aquino** of Star Magic

Healthy You

Get a Healthy You fruit bar for a minimum P500 single receipt purchase including any of the featured products

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Eat Well Spend Less

PROMOTING QUALITY EDUCATIONAL ENTERTAINMENT AT SM MALL OF ASIA

SM Mall of Asia is undeniably the country's premier destination mall with endless choices on shopping, entertainment, and dining. The mall also has topnotch facilities and amenities that you can't find anywhere else—as well as attractions and events that promote educational entertainment for children of all ages.

NATIONAL CHILDREN'S BOOK DAY AT MOA

Last July 21, National Children's Book Day 2009 was held at the SM Mall of Asia. Sponsored by the Department of Education, National Book Development Board, the Philippine Board on Books for Young People, Vibal Publishing, and the Boy Scouts of the Philippines, this fun-filled activity hopefully inspired the kids to read age-appropriate books to further develop their young minds. In this modern age of video games and computers, reading has become a forgotten virtue, but a habit that the National Children's Book Day wants to resurrect.

Storytelling sessions led by Thanie Down South, and kids were enthralled with exciting stories about the Earth and the Universe we live in. Kuya Mickey, being the animated storyteller that he is, provided a very entertaining time for the kids as they traveled through the stories using their imaginations. There were lots of games with generous prizes provided by the SM Hypermarket.

SM MOA CARES

The children supported by SM Foundation were treated to a very special day of learning and fun. They played with colorful mascot guests and went to visit the Nido Fortified Science Discovery Center, where they had a great time exploring the mysteries of science. Krispy Kreme gave the kids a free snack and a tour of their kitchens to see how their delectable donuts are made.

SOLAR ECLIPSE VIEWING AT ASTROCAMP OBSERVATORY

July 22 is an important day to the astronomical community as the longest total solar eclipse of the 21st century happened last Wednesday. Astrocamp Observatory at MOA's San Miguel by the Bay is at the center of the action as astronomers and other science enthusiasts flocked to this one-of-a-kind in-mall observatory. Telescopes fitted with special filters allowed visitors to view the solar eclipse. Though only 49.7% visible in the Philippines, the viewers experienced a once-in-a-lifetime event that will only happen again on year 2132. Many thanks to the efforts of Dr. Armando Lee and Mr. Bernardo Espedas who make the event possible.

Children are bound to have a very exciting day of fun and learning at the country's only mall by the scenic Manila Bay. Bring them over with the whole family for a guaranteed good time at the mall that has it all for you. No other mall comes close to SM MOA!

Don't miss the biggest sale this side of town! Only 3 days to go–Hurry!

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The look that clinches their deal

Something neutral or classic—clean, simple, flattering

ON CAMILLE Villar: Nicole Miller printed jersey tank dress

ON DIVINE Lee: Vivienne Tam top and skirt, Monet accessories and scarf from Rustan's

PHOTOGRAPHS BY RICHARD NEO

By Larry Lerona
Contributor

IN THIS Inquirer LIFESTYLE exclusive, we asked real-estate mavericks Camille Villar and Divine Lee what they would wear when closing a business deal.

Business hair is hard by showing tons of in-your-strong-ready-to-wear pieces.

Everyone knows fashion is a strong suit when you're giving your clients the lowdown on a make-or-break transaction. How you look and project yourself is what gives clients the feeling of trust and the ease enough to make them sign on the dotted line.

Here are simple but standout options to help you send across those useful style signals when pursuing an all-important contract.

Divine Lee
Vice president of sales and marketing, Glenn Antonique

Camille Villar
Head of corporate communications, Vista Land

What will you wear and why when opening a deal? Where would you most likely choose to meet your client?

DL: I'd usually wear something neutral or classic. A basic black or navy-in-one dress with killer heels and simple accessories to be exact. Confidence and attitude are always my strongest statement pieces.

If opening a deal is like your engagement

THE LOOK / C

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The look that clinches . . .

From page F1

party, closing the deal is your wedding. I prefer clothes that make me feel confident. Like your wedding day, it's the day I'm dressed to conquer it. Power dressing to the max when it comes to this one. A good structured dress or fierce pantsuit paired with pearls and sky-high pumps (which is my standard pair).

When meeting a client for the first time, I'd like to wear something that boosts a proper impression. A crisp white shirt and pants that fit well never fail. I lean generous toward simple jewelry like pearls, kitten heels, and a roomy bag that will fit all my files and gadgets. When dressing for work, I like to keep it simple but smart. I prefer pieces that are timeless but distinct.

When meeting clients for the first time, I'd like to keep it casual by meeting them at a coffee shop near one of our developments, perhaps. Over coffee and afterwards, they can see our projects and see what we're about.

CV: I'm always in dresses because they're easy to wear and easy to transform from day to night. So what I chose a dead, I'd probably opt to wear a sexy dress in a neutral hue with my high heels, of course, and a bag that makes a statement. I always gravitate toward clean, simple, but flattering silhouettes in basic colors like black, white, beige and red.

I guess when I'm at work, I try not to look too contrived or like my outfits are seriously because there are other things to worry about. But you should always look put together and professional.

LAMB animal-print taffeta mini-dress, Mauve necklace and scarf from Rustan's

EMILIO Pucci dress and bag, Mauve accessories

How's business? Has the economic crisis affected you?

DL: We were used to saddle and economical housing. I refuse to sell a low-cost because low-cost is often equivalent to low-quality and that is never the case since we always make sure we make houses we'd be proud to live in.

As for the economics, it mostly affected the customer confidence in our international sales where they feel more of the recession.

Fortunately, the whole recession didn't really affect our sales directly. In fact, we launch our biggest township, Riviera Bacoor with 6,000 houses, during the height of the recession and managed to sell everything in four months. Booming sales, we believe is now delivering. The project sells itself the minute they walk in.

CV: In Metro Laird, the building company of Camella Homes, Crown Asia and Brittany...we are lucky that we have such a diverse range of products that caters to every segment, from affordable, mid-income to high-end so we are not so affected by the recession.

There has always been a steady demand for homes. What I did notice, however, is that the buyers are now wiser and more discerning than they were. Regardless of whether they are buying a small house or a luxurious apartment, they really search for true value for their money. They want to make sure they get the most out their investments.

Some tips on buying real estate? What are the basic things to look at first?

DL: Be sure to always go to a developer with a good track record. Find out all the facts before. Read your contract. Match with your finances and lifestyle.

The best advice would always be from the best owners. Try to talk to them or ask. They would tell you if they are happy with their purchase. Check all the facilities.

Since closing a deal means the beginning of a long working relationship, I'd probably need my client at our office in Lakefront, Quezon City since we are the team and where we work. They should be comfortable with us.

CV: Real estate is such a good but big investment so you should really see all the options available to you before you decide.

When buying a home, first and foremost you should determine how much you can afford to invest. Finding the perfect place is really quite relative because different people have different needs.

Some people are looking for more space while to others, location is very important. They prefer to be near work or schools. Other considerations include the community and its amenities.

It is also very, very important to look at the developer's reputation and track record. You should be certain they can deliver what they have promised. Pay close attention to floor plans and the specifications you've signed up for because you might get surprised when the home that's turned over to you is no the from what you saw in the model unit.

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SIMON&MONI vest, Theory dress and Monet accessories

POWER pantsuit, BCBG Max Azria top, Theory pants and Monet accessories

Timepieces not only for pilots and sportsmen

It's the only watch to date that can emit a universally recognized distress signal

By Alice T. Vergara

IN ITS CONSTANT QUEST TO provide the luxury watch market with better "precision instruments," Swiss watchmaker Breitling recently unveiled a new, exclusive movement dubbed as Caliber B01.

The product of five years of research, CB01 is slowly being incorporated in watches coming out of Breitling's headquarters and main factory in Basel.

Apart from reaffirming the brand's image, the development strengthens Breitling's appeal among pilots and sportsmen, said Mike Neo, Breitling's general manager for Asia-Pacific.

"Breitling has been around for 128 years," said the Singapore-based Neo in a recent press conference in Manila. "It was the first to come up with a pack piece in 1934. Through the years, it has gained a reputation as a chronograph specialist and privileged partner in the aviation world."

BREITLING Chronomat Red and Chronomat stylish series

BREITLING Aviowll Navus and Seprous Navus

BREITLING Boutique

PHILE Neo, Breitling regional GM

Instruments

Pilots consider Breitling watches not only as mere timepieces, but also as instruments. It's the only watch to date that can emit a universally recognized distress signal a navigator can activate during airplane crashes and shipwrecks.

The CB01's 346 parts are all Swiss-made. Whereas other mechanical chronographs have power reserves of 45 to 48 hours, Breitling watches equipped with the CB01 movement can run on reserve energy for more than 70 hours.

Its "intelligent platform," said Neo, is designed in such a way that it can easily accommodate more features in the future. Its unique modular layout, which are envisioned in the platforms for developing other calibers, will allow Breitling's designers to do this with relative ease.

New brushed oxide concerns that the new platforms would make it easier for copycats to produce fake pieces of Breitling. For one, the brand and dependents on suppliers since it produces every single component that makes up its chronometer-certified watches.

"It may look and seem easy, but what's inside these layers is very difficult to copy," he said. "You'd need to do a great deal of research to match its precision. And everything is patented."

No risk

The CB01 also enables its user to correct dates whatever the time of day without running the risk of damaging the movement. Normally, it's not advisable for users of mechanical watches to adjust the date between nine and three o'clock.

"The movement is made as such," said Neo. "It's like when you're driving a car. You just don't put it on reverse right down and then."

In the Philippines, a Manila-based company named Lucerne distributes Breitling watches. Models with the CB01 movement will be available in August at Greenbelt 5, Makati. Prices start at P498,000.

"Luxury watches aren't immune from recession," said Neo. "But I'm confident the Caliber B01 will readily appeal to our core market as it provides us with enough publicity to fuel more demand."

Although the process to unveil in the CB01's creation is complicated, said Neo, the main purpose behind it is to simplify a user's life. It's a classic example of a simple solution to a complex problem.

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Baddeo's inspiration in his new collection

EDDIE BADDEO RECENTLY launched a 27-piece collection with beauty as his muse—beauty as envisaged by Trinoline Face & Body Care Center.

The first segment presented chiffon flowy in washed colors. The bodice was accentuated by Grecian-inspired draping. The skirt had layers of wispy hankies.

In the second segment, Baddeo had rich fabrics like Indian suri, brocade and raw silk in abbreviated cuts. The third had Lycra outfits with zoom skirts to emphasize body shape.

In the fourth, Baddeo created variations of see-through corset embellished with fine appliqué and beadwork, giving the body fashion a decidedly dressy appeal.

In the last segment, Baddeo captured Trinoline's Zen-inspired beauty philosophy through evening gowns in black and white shimmering with intricate beadwork.

BADDEO uses raw silk in abbreviated cuts.

DESIGNER Eddie Baddeo

End-of-season sale at UK chain

DEBENHAMS IS HOLDING its End of Season Sale until Aug. 23—women's wear, menswear, children's wear, lingerie and home collections.

Debenhams is on G/L, Shangri-La Plaza Mall and 3/L, Ayala's Makati, Glorietta 4. Also visit Debenhams at 2/L, Trilliana. Discounts of up to 50 percent are available in both in-house and designer brands across the store.

| BY JASPER
Canvas metallic-spot bikini top and ballet

STARStyle junior MacDonald purse

BY JASPER
Canvas polo shirt and denims

Facial wash named best skin cleanser

CETAPHIL GENTLE Skin Cleanser was cited one of the best beauty buys for 2009 by international fashion publication InStyle Magazine. Named the Best Cleanser by Dry Skin and Best Cleanser for Sensitive Skin in the annual beauty survey, the facial wash was Dermatologist-tested for use on the mild, soap-free formulation.

The six-month Best Beauty Buys survey conducted by Elizabeth Larson Interviews and reported by Nicole Crane in the April 2009 issue of InStyle Magazine involved 150 reviews from dermatologists, makeup artists and beauty editors, as they smelled of beauty products.

Respondents claimed that the gentle, milky cleanser was ideal even on the most sensitive of complexions because it removed dirt without stripping off the skin's natural oils to keep it soft and supple. "It's more of a lotion, so it removes dirt and debris without affecting the top barrier of the skin," said Cheryl Burgess, InStyle survey respondent and Washington D.C., USA, dermatologist.

Unlike other facial washes, Cetaphil gets rid of dirt and oil without being too harsh on the skin's surface. InStyle Best Beauty Buys survey respondent and Dallas, USA, dermatologist Allison Hedges recommended that those with dry skin can put the cleanser on without water and swipe it off with a damp washcloth afterwards.

A haul of lotion and stuff—our member of InStyle Magazine's Best Beauty Buys survey, Cetaphil's gentle facial and lip—released by Galderma. Cetaphil Oily Skin Cleanser (125ml) is also available for oily skin complexions. Cetaphil is available in leading drugstores and supermarkets nationwide.

LIFESTYLE Fashion & Beauty

Washing dishes on kalangan, lifestyle upgrades Tagalog
STAR

Gear up for heavy bargain shopping!
GREENHILLS MID - YEAR BANGKETA
JULY 16 – AUG. 16
+PLUS!

John Lloyd's bare-all lifestyle lists

By Pam Pastor

JOHN LLOYD CRUZ IS IN THE middle of an interview when a recording of his voice floods Establishment, urging guests to go to the event's main area so they can start lunch.

He pauses—he has our concentration. "Okay, that's weird," he says, laughing, obviously flustered by the sound of his own voice.

Unlike your regular celebrity, John Lloyd doesn't seem to be in love with himself. "I don't usually watch myself on TV. I watch only my movies—to promote long."

In fact, when asked about the things he still wants to do, one of his first answers was to "be invisible."

But disappear was something John Lloyd couldn't do last Wednesday—the spotlight was on him because he was being unveiled as Swatch's newest endorser.

Swatch boss Virgie Ramos said, "We've succeeded in making Swatch the leading watch there just 20 years. One day, while talking to himself (literally), he said, 'Now all we need is a leading man.' Clearly, there was only one choice. And I know as early as now that we've made the right choice. John Lloyd is a fashionista, he's got a sense of adventure. The guy's awesome!"

"This is very personal for me. Another watch company approached me—they wanted me as resident chefe watch. But I'd rather endorse a product I definitely believe in. I opted for Swatch. I think the other brand is more expensive but it's something I wouldn't really wear. Mo pivili ko yung Swatch, it's something I would definitely wear," John Lloyd said.

He's been wearing Swatch for years—his first watch was a purple Pop Swatch.

Numbers game

Lifestyle sat down with the young actor, who is busy filming a movie with Vilma Santos, and played the numbers game with him. "I have numbers," he said, but he patiently answered our questions.

1 Most played song on your iPod
"Preaching the End of the World" by Chris Cornell

2 Things you did this morning
I drank coffee even if I normally don't drink coffee and reminded myself that it will be a good day today

3 Things you want that money can buy
A house in the Hamptons, an alligator skin oversized birkin. Yes, for me. And a wardrobe full of my favorite designers.

4 Things you want that money can't buy
Sometimes, seriously. More time with my whole family. A profound conversation with a soul stranger. And world peace.

5 Things you first look at in a girl
I'm disclosing so much. Okay, seriously one would be her eyes. Number two would be intention. Talagang linaw! Hirap sabi eh. The sound of her laughter. Okay, I'm going in that direction ones—lips. And five, her ass.

6 Cooked foods
Chicken skin, Lechon Cebu, Spanish food. Cheetos. Frances Bravo from Forbes, it's very sinful. Liquid's chicharon.

7 Things you want to change about the world
I want the intentions of the leaders to somehow change and go toward the direction that would be beneficial to many not just themselves, to our country. I want people to be less away. I want them to just mind their own business. I want people to be more compassionate in the same time.

I want the world to be more appreciative. I've been to Japan and they gave me the impression that all they do is work. They wake up in the morning and go to work. After work, they eat and have a drink and then go to sleep. I want everyone to enjoy life more.

JOHN LLOYD'S 12

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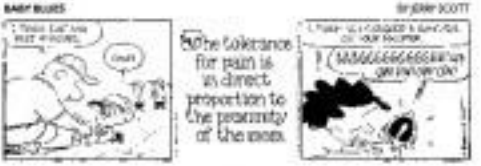

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ATOMO AND WEBOY

HOROSCOPE

BY FRANCIS DRAKE

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Conceptis Sudoku

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Answers to previous puzzle

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9	8	6	2	1	4	7	5	3
7	1	2	5	8	3	9	6	4
6	4	9	1	5	2	3	7	8
2	5	3	7	4	6	1	8	6
8	7	1	9	3	5	4	2	5
1	2	7	3	8	5	6	4	9
3	6	8	4	9	7	5	1	2
4	9	5	8	2	1	8	3	7

NIGHT BLOOM

FROZEN Drops

COLLEMBRACE

CLIMBER Flow-ny Pink

John Lloyd's bare-all lifestyle lists

From page G1

I also want people in the world to always be full. I don't want people going hungry.

8 Things we'll find in your room

Any guy op room is oh, sobering pile op room for. Head rips clothes here. So clothes, pictures! DVDs. I laughed a. I'm trying to imagine my room now. There's a cool vessel and the shoes I wore last night. You'll definitely find my cheques that's been coming. It's definitely there. My neighbours's picture. You'll find quality clothing in my room. And my secret.

9 Words that describe you

I'd like to be described as someone who's very compassionate, caring, fun, someone who sometimes loses his head, someone who enjoys quiet and quality conversations with anybody, someone carefree, addicted to quality clothing, sunglasses and quality time. That's mine. I'm forgetting how. (laughs)

10 Things that make you happy

Hmm, stay outside my man outside ABS, relaxing songs. It shatters me up.

There's too many pero & to mention eh. Movies as cinema. Every Pinoy in New York knows—it's so full of characters. Invited from Sunday lunch on a banana leaf. After Sunday lunch, curiosity. Hmm—yung dibliga sa akin. Di ko, It's very rare for a guy! Losing my phone. Selling on a boat.

11 Invisible glasses

My room, New York, Hong Kong. My ibo's gumbo. That Chinese restaurant in Batanes—Jo Ti Mee. Possibly Janelle my favorite one. Depending, the best. Bold 4 of Essence—you have your own collection pero. Grandchildren Kanjanawa. In the eyes of my favorite person.

12 Things you want to do before you die

I want to be a humanitarian. I want to be instantly. I want to carve and give my time to less fortunate people. Time for me in the most precious thing. I want to go to Dana. I want to participate in the Cannes Film Festival—to bring happy ole for Pedo. I get this from a movie—before I die, I want the experience of smelling the flowers before seeing them. It's very near the first I die, I want to learn how to cook. Hydrox Water is my. I need to stay in a Binakayan mansion. I want to live a total stranger.

Volume rebonding and other latest trends from Korea

ONE OF KOREAN INSTEP grooming videos, Park Jun's Beauty Lab is sure to Manila, bringing in the latest trends such as 'volume rebonding.'

The salon started in 1972 in Korea. Park Jun took a hairdressing course in Korea and joined numerous contests. In 1981, he opened his first salon "Park Jun Beauty Town," and joined other hair shows in Moscow, Beijing, London and Canada. His salon became popular by 1999. Park Jun already had more than 200 salons in Korea and overseas.

Park Jun's Beauty Lab in Manila is headed by artistic director Kim Lee; creative director Mariz Holt; style director, Anna Kim; and Filipino stylist Akkon Ong.

This 2009 "women's hair trends will play to the extreme," says Mariz Holt. "We will see some of the hair, bangs and fringe hairstyles in different lengths and volumes."

Its volume rebonding not only straightens the hair but also in the iconic "volume rebonding" imply, gives it volume. Volume Magic Wave creates perfect and more textured-looking curls. Ong also stresses this service's highlight on the curls, one of the salon's specialties through pre-styling.

Kim Lee offers Korea's edgy hairstyles for stylish men. "Men can try a directoire or asymmetric cut if their base is natural wave. Something like a variet of the classic school boy cut with a bit of modern edge."

Combining style and artistic skills, Park Jun's Beauty Lab is at the G/F of Glorietta 3, Ayala Center, Makati City. Call 813-3001 to 02. Visit www.parkjun.com.

What is true beauty?

CARELINE LAUNCHES THE newest and fun way to be pretty. A cool TV commercial featuring Sarah Geronimo will be a sure hit for all moviegoers. Its main concept is to guide teenagers as to what true beauty is.

Careline Cosmetics offers new choices for teens. The company aims to produce choices that are safe for the skin. With make-up products that are located on the oil control formula, teenagers can be assured that breakouts such as pimples, acne, dark spots and blemishes on prevented.

The TVC talks about how teenagers discover the formula of being pretty with the guidance of their teenage icon, Sarah Geronimo. A singer, actress and actor as endorser under signed teenage breakouts, Sarah shows her beauty secret. She tells all pretty ladies and misfits—whether they are regular students, sports diplomats, the social elite or culture-preserved to decided she wants them to learn the secrets of her success. Sarah shows that being pretty doesn't have to be expensive because with Careline, being pretty is a breeze.

Meanwhile, aside from Careline Cosmetics and Sarah Geronimo, as they team up against the dull and boring moments of being a teenager. They epitomize the spirit of modern youth.

For years, Careline Cosmetics has been careful in choosing an endorser who is passionate, natural, fun-loving and someone who believes in the products. The lady-like Sarah is now ready to conquer the world with Careline Cosmetics.

BALL FOR FILIPINO STYLE ICONS TO BENEFIT PCS

The Filipino woman's enduring style and timeless beauty will unfold on Sept. 25 at the Rizal Ballroom of Shangri-La Makati for the 2009 Ever Concord Women of the Philippines. Now on its sixth year, the ball honors this year's style icons and local designers who are selected by a screening committee. The affair will greatly benefit the various programs of the Philippine Cancer Society (PCS) in the areas of research and investigations. It will also benefit the society's patient services through the leadership of event honorary chairperson Imelda Cojuangco and PCS chairman Dr. Roberto Pacoma. Committee members include Asia's fashion czar Pitoy Moreno and consul Fortune Ledesma together with chairman consul Helen King, co-chairman Gerry Carmona and Johnny Litton. For sponsorships, call Zeny Avila at 724-2121.

Ateneo Blue Repertory opens 18th season

OPENING ATENEO BLUE REPERTORY'S 18TH season is "Tick, Tick...BOOM!" an autobiographical pop-rock musical by Jonathan Larson, the acclaimed creator of "Rent."

It follows the story of Jon, a struggling composer in New York who wrestles as a waiter in a diner and lives in a ratty apartment waiting for his big break. His best friend, Michael, has a comfortable job and warns big money while his girlfriend, Susan, is looking for stability. Now turning 30, Jon anxiously faces a dilemma: should he join pursue a wannabe career or should he persist on chasing his ambition?

"Tick, Tick...BOOM!" is Bea Garcia's directorial debut. A BlueREP alumna, she has done extensive professional work in theater, TV and film. Last season, she was assistant director of BlueREP's "Sara." Bea ventured into professional theater stage eight, where she appeared as Little Cosette and Little Eponine in Repertory Philippines' "Les Miserables" in 1993.

In college, Bea was part of Ateneo Blue Repertory. She appeared in blueREP plays such as "Company Girl," "Into the Woods," "Merely We Roll Along," "The 90's" and "Mr. 60%." She was also marketing manager, external vice president and, in her senior year, president of the Sablad Dance crew known as the Fire Running Ants Dudes).

Having graduated with a Communications degree from Ateneo, Bea decided to pursue what she knows most after college: the professional theater credits include "Xanadu" ("The Ugly Duckling," "Little Mermaid," "Happy Prince" (Trumpets), "Cinderella," "Fiddler on the Roof," "Mulan" (Repertory Philippines), "Magic Flute" (Philippine Opera Company) and "Hairspray" (Atlantis). She will do a cruise tour in Southeast Asia with trumpets "Little Mermaid," an Avenir (the little one) month. After this year Aside from acting, Bea also enjoys directing. Having learned from the best directors in the country like Chari Arespacochaga, Jaime del Mundo, Bobby Garcia, Monchu Lauchengco Felix, Gabo Ramirez, Jay Marasigan and Alex Mold Santos, Bea works on her very first show, "Tick, Tick...Boom!"

Joining her in the production team are blueREP members: Divine Madera as production manager; Jin Zante as assistant director and choreographer; Pauline Sandoval as musical director; Eva Severino as head stage manager; and Dindin Reyes and Mela Tan as costume designers. The team also features guest artists Martin Maldaman, the show's set designer and Miyo Sta. Maria, technical director, also a blueREP alumnus.

"Tick, Tick...BOOM!" with Music Theatre International Corporation Inc., runs Aug. 5-23, every Wed., 8 p.m., Thurs.-Sat. at 7 p.m., and Sat. at 3 p.m. at Moreno de Manila University's Rizal Mini Theater. For details, contact Dyne Bohan (0917-5073278.

Clearance sale

Accessorize Metro All-Out Clearance Sale will be held Aug. 1-24. Enjoy up to 60 percent off on your favorite selections of apparel, footwear, bags and more.

Health congress

The grand launch of the First Asian Congress on Health and Peace Tourism with Natural Health Exhibition will be held July 31, 8:30 p.m., at Philippine Trade Training Center, Sen. Gil J. Puyat cor. Ayala Blvd., Pasay. The Philippines will host the health congress on Dec. 4, 5 and 6 at PTTC. For more info, contact 317-7315 or e-mail worldpeacemanila@yahoo.com.

Bar challenge

The 8th Annual Chili's Bar Challenge will be held Aug. 6 at Chili's Greenhills. This year, proceeds of the cocktail mixing and flairing competition among the restaurant chain's bartenders will go to RAHAB House, an international organization focused on building better lives for children.

Guests can help a worthy cause by purchasing stickers worth P10 each at all Chili's outlets from now until the finals night on Aug. 6. Chili's aims to raise enough money to operate at least six children's Bar Raiser of Rest period in Dasmariñas. Imbo. Chili's has branches at Missouri cor. Nevada Sts. in Northeast Greenhills (727-2808); Greenbelt 5, Ayala Center, Makati (729-9022); and Tomas Morato, QC.

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Sweat-resistant sportswear

THERE'S A NEW SPORTSwear brand.

Fit uses a special dri-cool technology that keeps the body cool even at the peak of exercise.

This special dri-cool technology makes the fabric more breathable and comfortable for the skin, preventing itchiness, excessive sweating or sticky feeling. It uses microfibers lightweight materials.

The apparel is for running, going to the gym, dance sessions, badminton, tennis or any other outdoor sports. The styles are classic.

This season's line has cool colors, from aqua to green, to lavender and light yellow. There are jackets, shirts, pants, tank tops and shorts.

Fit is exclusively available at all Sid Department store branches.

ENTERTAINMENT

INSIDE
■ Lyn Ching's sunshiny abode
Homebody /H4
■ Deborah Sun gets her second wind
Yesterday /I4

3 films in Pinoy indie marathon

"ASTIG," "COLORUM," "BARorena," Carolay titles of three independent films included in the 12th installment of the 2009 Cinemalaya Independent Film Festival, which wraps up on July 31 are on Sunday.

"Astig" and "Colorum" are part of the 10 competing full-length feature films in the festival's 5th edition while "Manang" is a freebie entry forwarded to the Cinemalaya of Arlan Ocampo (Manang's owner). Neither is a non-profit organization that promotes Asian films through festivals.

Parallels and contrasts

By Marinel R. Cruz

ACTOR-DIRECTOR TIRSO CRUZ III described working on his first indie movie "Astig" as much like people can expect to see him in the final cityscape from it this coming June.

"I'm so proud of this project. It felt good to finish it and finally see it in the big screen," Cruz said during the gala premiere of "Astig" at the Cultural Center of the Philippines on Saturday night. "It's also nice to be able to do something different from the usual roles I do for mainstream cinema."

Cruz plays Ariel, a ex-cop who has to learn his girlfriend upon discovering that she is involved with him. The film, written by Jerry Gracio, is an interesting tale of four young men whose stories parallel and connect with the lead couple and various kinds of lifestyle.

Ruth, portrayed by Mel Loren, is an overly protective brother who is hell bent on avenging his sister Edgar Allen Guzman is a young father who has to sell his body to pay for his wife and sons liver's dutch (cupid) bill. Ronald Cillan Enguio is an Chinese mestizo who is coming to grips with his identity.

Gracio said he grew up fending neighborhood tough guys in Iriwish. "I based some of my character's manners on them. I didn't have a hard time," he said. "It also helped that the people I worked with for the movie were very professional, especially our director (III Isinguiro). He guided us well through every scene."

Astig only has good words for his director, too. "He's very focused to the point that even though negative things happened during the shoot, (III) just focus his job," Sid explained. "He's one of a few directors I've worked with who gives you enough freedom to work on your characters."

Gracio, in a phone interview on Wednesday, added that Enguiso is very respectful towards his wife ers. "He reminded me all the time. When he needed to change even just a line in the script, he asked my permission," he pointed out.

Gracio revealed that members of the production team initially thought Edgar Allan was not fit to play the role of the superior lesbian. "They said he was too young and inexperienced. That's why he went through a lot of workshops. I personally think he came up with the best performance in the movie," Gracio said.

The movie is a homage to Manila, where Gracio grew up.

"The originally involved seven characters, but because of budget constraints we trimmed it down to

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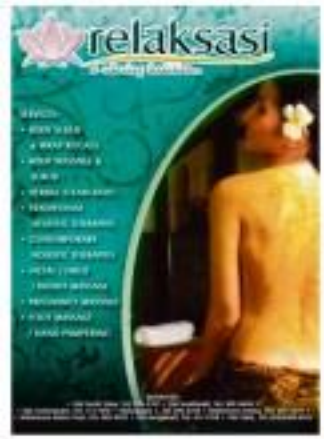

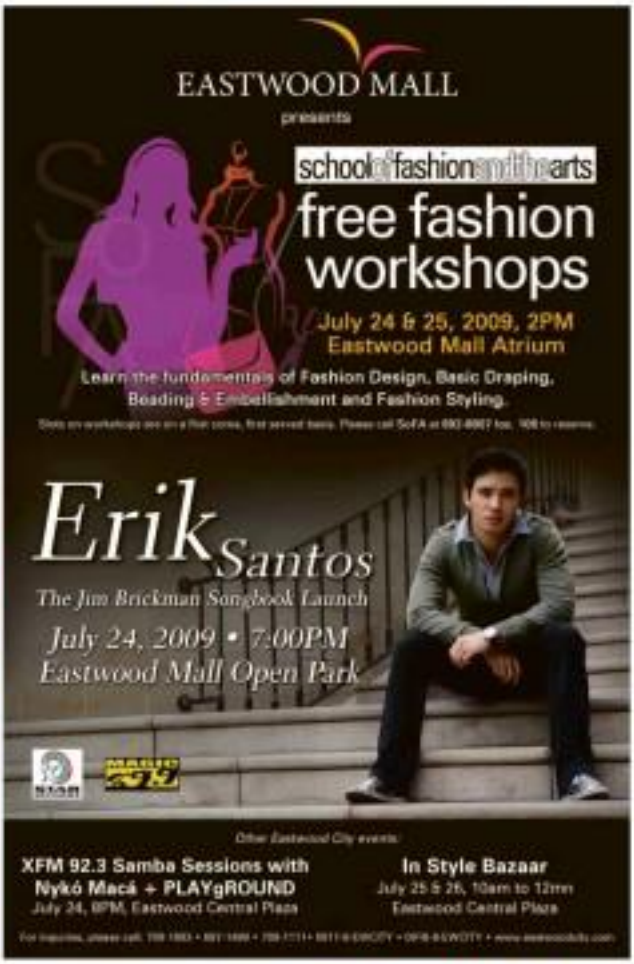

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4 ECHELON CONSPIRACY

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Sitti, Kamikazee back with new albums

SITTI HAS A NEW ALBUM out, "Contagious" (Warner Music), but cliffs about her debut "Cliff Notes." The latest CD has 10 tunes – 13 of which are covers of Sade ("Your Love is King"), Antonio Carlos Jobim ("Wave Instrumental"), "Clinga de Gonzalez," "Devil"), Randy McEachlan ("Kiko"), Astrud Gilberto ("A Certain Sadness"), among others.

The lone original, "Is This Love," runs on sections by Eric Fromten who was also behind Christian Bautista's "The Way You Look at Me."

SPIN

Kamikazee's 3rd album

Kamikazee's third album, "Love Thru Static" (Universal Records), took three years to record. It came out just in time as the band's rhythm guitarist Lel Tayag was released from a short jail term in Dubai, reunited by the CD's lead single, "Wala," is a satirical jab at the country's leaders. Other tracks include "Slow," "Hanggang Dugin," "Sickness Me," "Young Skins," "Hot Mess," "Lalandin," "Hey," "SMS (Mandanda Me Kasi)," "Cinnamon," and a cover of Francisco's "Moon Along Here."

Band from: Zamboanga

"Sanay a Sanay" (Candid Records) is an album by Rivermaya, a band from Zamboanga. It is described as "a fusion of pop, jazz, R&B, classical and Chabacano influences." The band is composed of Callaway siblings Amber (vocals, keyboards), Gladimir (vocals), Noel (bass) and Isaac (drums). Brochures soon several medals at the 2007 World Championships of the Performing Arts (WCOPA) held in Hollywood.

FREE SHOW

The Tiempo Brothers, dubbed as The Four Aces of the Philippines and who have been singing for—hold your breath—the past 50 years, perform for the first time at Pagsar Angeles City on Aug. 1. The show is open to the public.

Artists get together for the love of filmmaking

"I was hanging out in a police station in Manila," he recounted. "She asked directions from me. She went off to locate the camera phone-copying machine. She didn't realize that I was an actor."

Dong "Celerson" made him realize that film is his favorite medium. "I'm grateful for my seeds in mainstream TV, but I get to do different kinds of roles in the movies," he said.

Requiem for a racetrack
By Rayani San Diego Jr.

THE NEW INDEPENDENT FILM SITTI, titled "Sunrise," directed by Adolfo Alix Jr. and co-produced by actor Jay Manalo, serves as "a tribute to the people of Sitio Ana sunerark," said lead star Rosanna Roces.

The sunerark, which was closed down on Dec. 20, will be converted into an SM mall—like San Lazaro earlier said Alix.

"The film Ana sunerark was named in Doro Montiveros, Cavite, a three-hour drive away," Roces said.

That the indie feature transitioned to film the last days of this Ana is one of the reasons why Roces accepted the offer for third collaboration with Alix, after "Mercedes" and "Sorosoro."

"The people of Sitio Ana are close to my heart, even the ones (Ivatar camrudaro)," she explained. "It's familiar with this world because I owned a sunbome. My godfather, Dado Payan, is one of the top guys of the racing industry."

Roces pointed out that this dying world is rich with colorful stories.

"There was this big actor who had a heart attack after seeing coalbrear in the Pikitan (Sabo-All game," she related. "But the stories of the little people are also memorable."

In the sunerark, she said, "you can see the poverty of Pilipinos who would bet with just P10 or P2. But the great thing about these, downtown (sunang sunbome) and can not sunerark. Where they win, they go home straight to their wives, or share the winnings with their family."

In the movie, Roces plays a kuba (head financier) Almada, a sonny and Jason Baron, a matrador (illegal bet collector)—all children of a bookie (illegal betting) jono (actor portrayed by Laurice Guillen).

"In the story, the livelihood of the characters depend on the sunerark which is about to close shop," Guillen explained. "In a sense, it's a microcosm of Philippine society."

Guillen noted that the film will show the "desperation and resilience of the Pilipino and his family."

Roces agreed. "When I read the script, I noticed that it would touch deeply on family relationships."

The character is not just a mere drag, he asserted. "The script shows his problems with his sons, brother, sister and friends."

Alix said the film is also sentimental because David Jimenez's "tribute to his family."

"My parents owned an OTB (Off-Track Betting) center. Betting helped send him to school," Alix said.

3 films in Pinoy indie marathon

From page H1

fest," he explained. "Gil studied in Manila and was also familiar with the place. This is the first version of our submission."

"Sisig" also features Gloria de Guzon, Jong Hilario and Gardo Versoza, among others. The film is a co-production of Jay Sy and award-winning TV host Boy Abunda.

Rookie cop, FX driver
By Rayani San Diego Jr.

AFTER THE AWARD-WINNING METRO Manila Film Fest movie "Kanal," filmed Virgan makes another indie film in "Colorum," directed by Jun Stellar Ballesteros.

In the digital movie, Virgan plays a rookie cop who moonlights as an FX driver.

"It's my first time to join Cinemalaya," he stated. "I feel proud to join a festival where different artists get together for the love of filmmaking."

Virgan admitted that doing indie films entails numerous sacrifices. "It's not about money. It's not about fame or the network star. We are here as artists doing what we love here."

He said he cannot your judgment on his character Simon, a "law enforcer who breaks the law by operating an FX driver." "He is just trying to augment his income."

He said he got interested in his role throughout the 17-day shoot.

Like Simon, he also went on a road trip across eastern Philippines—from Manila to Oroson. In 11 days, the films cast and crew visited Quezon province, the Bicol region and Leyte.

Quite interestingly, Virgan was an eyewitness to actions that are elderly lady minorities have to undergo.

Continued on page H4

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Sunshiny and cheery

HOME BODY

By Boysie Sun Dingle Jr.
Photos by Rony Hondiada

WITH HER HUSBAND Jaffy Pascual, "Unang Hirit" host Lyn Ching built a "sunshiny and cheery" home in a Quezon City subdivision.

For starters, the three-story residence is painted a happy shade of yellow.

Lyn admits that she was very unsure when the resident were making the paint.

"I wanted a metallic shade of yellow. It's not too strong and [among] many mango yellow but a bit lighter. Very kindergarten."

She also wants sure that the home would be airy and relaxing—like a laid-back resort that offers a breathtaking view of the Antipolo mountains. "When friends visit, they find it hard to leave," she says.

Good air circulation

High ceilings and windows in every room guaranteed good air circulation in the house, she notes. "We save a lot on electricity consumption. In the daytime, we get natural light and only turn on the air-conditioner at night."

It's an earth-friendly sanjabonhood as well. "Each house is required to have a composting pit," Lyn says.

The 500-square-meter property adjacent to her in-laws' house, is the perfect space to raise two senior kids: daughters Gaby, 4, and son Elias, who's almost 2.

"The kids can run around the house," she says. "In the late afternoon, I take them strolling around the village. It's a pretty quiet community."

Favorite nook

Lyn, who's a certified home body says that her favorite nook is the library.

"Since my husband and I [are] a passionate on education, our library is a room that's conducive to studying," she admits. "Except that the library has become a play area, too!"

Strewn all over the library are Gaby and Matty's toys. "But Gaby also has her own shelf of books," says Lyn. "She started reading when she was three."

A supporter of the Malcom Book Development Fund, Lyn has amassed quite an extensive, albeit eclectic, collection of children's books.

"Jen obsessed with the teenage romance novel series 'Forest Dreams.' I only left after we'd all 231 titles," she relates.

She's also hooked on non-fiction stories, the "Twilight" series and anything pertaining to royal families.

"If you notice, the books are arranged alphabetically and classified according to genres," she points out. "I'm very O.C. also, ey."

Also displayed

EXTENSIVE collection of books in the library after Elias

HER KITCHEN has gotten huge for actor Tirso cruz III and Dawn Zulueta.

THE FASCINELLI (from left): Hunny, Jaggie, Lyn and Gaby

MATRESHKA dolls from St. Petersburg, Russia

HIGH ceilings and wide picture windows provide good ventilation and natural lighting

is the library are souvenirs from the couple's travels: dolls from Russia; guitars from France; drums from Indonesia; trinkets from Estonia, Vietnam and the United States.

If the library is the family nucleus of the house, the basement is her husband's turf. "It's all business. That's his 'office,' where he plays computer games and keeps his sports and movie memorabilia."

Husband Jaggie painstakingly puts together miniature models of vintage cars. "If his collection's books, he's into toy cars," says Lyn.

Common ground

The two polar opposites, however, find a common ground as the bedroom, painted a bright tone of red.

"It's the color of passion," she quips.

She also made certain that there's minimal clutter in the master bedroom. "We wanted our room to be as simple and [as] serene as possible."

Lyn, who confesses that she's clueless about interior design, got a lot of help from decorator Isaac Lacson, architect Lucien Evangelista Belolong and engineer Jude Icjay who created wonders with the kitchen.

Hanging in the kitchen are paintings by Gene Gonzalez and Demeth Bellen. In the hallway, a painting stands by an elephant from Chiang Mai, Thailand, is displayed.

Apart from Lyn's portraits by leading Filipino painters and photographers, she's also proud of an authentic and autographed "Tarzan" costume by Disney animator Irini Boniza.

The centerpiece in the kitchen is an abstract painting—another gift from her in-laws, like the Bird Layag dining chairs.

"Some pieces in this house are gifts from family and friends. I love the feeling of being loved," she confesses.

E-mail: [illegible]

LYNN caricature from Magic Mountain theme park

PORTRAIT by a Saturday Group artist

"SUPERMAN" movie memorabilia Framed "Daily Planet" front page

ENTERTAINMENT

Bomb threat adds drama to Butler-Heigl film junket

KATHERINE Heigl, star of "The Ugly Truth"

LOS ANGELES—WHAT A bomb threat can do to mess up Hollywood's carefully structured universe.

So there we were last Saturday afternoon at the Four Seasons Hotel, waiting for our interviews with Gerard Butler and Katherine Heigl, who star in "The Ugly Truth," to begin. We were drinking coffee to perk us up because we're already had quite a day. We drove from a hotel in Santa Monica to interview "Funny People" director Judd Apatow and his cast, Adam Sandler, Seth Rogen and Leslie Mann. It was an amusing morning and room of yucks with those Apatow folks, especially Seth, who can ditch the best of them, with his languorous, stoned, seemingly irreverent face and that raucous chatterbox laughter. We were thinking, how can Gerard and Katherine top those homely interviews?

Well, thanks to us thanks to someone who called that there was a bomb on a hotel in Beverly Hills, the interviews got broke. Apparently, the caller didn't specify which hotel in the 90210 area supposedly had a ticking bomb. Only one hotel became a hotel, which ironically is not really located in Beverly Hills but is in Los Angeles (notice: like to call properties close to the Hills as "Beverly Hills adjacent"), took the bomb threat seriously. It made voice announcement as "emergency situation" on the PR and asked everyone in the hotel to evacuate the premises.

Within seconds, hundreds of folks in address, sneakers and the hotel's white terry cloth slippers were trudging down the emergency stairs and spilling out into the streets.

Police quickly cordoned off the streets around Four Seasons. A paramedic truck with standing red lights was parked on the middle of the street as police swept the hotel for explosive devices.

But life, LA style, went on. Hollywood hotel staff suddenly appeared in front of us and offered water bottles—nicely chilled, of course. A male hotel guest who only had time to put on the Four Seasons' white bathrobe and slippers nonchalantly took this scene while shooting his four Seasons newspaper bag.

Robert Luketic, who directs "The Ugly Truth," told us later, "I thought it was interesting that I had the entire soccer team, AC Milan, running with me down the stairs. That's an experience I'll never forget." It was a sentiment shared by many women, including my self. Later, as the members of the top soccer team, in their team shirts and shorts, lounged on the grass of the media island on Rodeo Way.

Our friend and colleague, a former Miss Universe, who wore shorts, ide-

ONLY IN HOLLYWOOD

Ruben V. Nepales

On the street, we felt like kids getting a reprieve from classes

spreader herself on the grass to get some rays. It was a miracle that the sight of her did not cause car crashes.

Another reporter lay in the shade, headphones on, and seized the moment to watch an episode of "Lost" on his laptop.

"My sunlight!" exclaimed a chef in white togs, smock and apron as he surveyed about the dish he was baking when the staff and guests were ordered to evacuate the hotel.

Gerard, looking rakish with a tooth-pick on his mouth (only he can look dashing even with a stick of wood lodged in his teeth), quipped to us that the situation reminded him of his school days, when some prank kid pulled the fire alarm. We could have all been entertained by a bomb explosion without wearing earbuz or there could be a real bomb (aiming in the hotel's Bureau on Motherly Rooms. But our bets on the room, our left like kids getting a reprieve from classes or in this case, the interviews in the same old rooms.

Gerard appeared to be relieved not to be talking about himself before reporters. The Italian soccer players, whose presence were being taken by everyone, wanted Gerard if they could have photos with him. The actor obliged. Then he was led into the H Dale entrance which was just across the waffle island.

Three Filipinos, visiting from the East Coast, told us they had just dashed in when they heard the order to evacuate. Having seen as fake pictures, one of them asked, "Dapwan'da kayo?"

As we've all learned this valuable lesson in life—that recess periods do end—Gin break also had to finish. We were asked to cross the street and enter E Dale. In a small room, a table with chairs were hastily brought in and rolls, we were back in business. There double

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DIRECTOR Robert Luketic with male lead Gerard Butler

publicists on quick dinners. In a couple of minutes, Katherine, Robert and Gerard sat in front of us for a group interview.

We were scheduled to talk to them [about](#) separately but due to the time [but,](#) we had to do it all at once. In this case, it worked as [have](#) three all at the same time because the personal circumstances, handily improvised setting and the intimate (read: cramped!) atmosphere made for a revealing interaction between the three. (Watch for our column on the actual interview.)

Cheesiness, the vice was upstaged by the constant parade of waiters, waitress and guests who had to pass through a narrow space behind the stars to get to and from the kitchen, rest rooms and the main dining room. We feared for Katherine's newly dyed, hair as waiters balanced hot soup bowls and coffee pots over her head.

This being LA, most women on their way to the ladies' room stop pressed their smiles when they suddenly saw Gerard. Other babes, though, couldn't help it—their eyes widened at the sight of life, "2007" and they smiled and giggled all the way to the powder room and back. But the waiters were unfazed since [if](#) Chris is also a place where stars dine. They carried steaming hot dishes over Gerard's head like he's just an average John Q. Customer.

We asked the three what they were doing when they first heard the order to evacuate. Kathy admitted: "I was drinking a Bloody Mary and laughing about something so appropriate."

Robert recalled: "I was looking at our friends pictures [by](#) seven last night that were coming in from the studio so we had the computer out and then..."

"Work, work, work," Gerard jokingly chastised him. "Very exciting and deadly," Robert conceded. "I'd like to say I was having a massage but..."

Interesting story

Gerard was the only one [to](#) tumble the hotel [but](#) he had a more interesting story: "I have just been called back into the hotel. I was thinking, 'Oh s**t, I don't want to do this [interview],' when somebody came up and said, 'Uh you can't go back in there. You have to go this way' I jumped for joy."

He continued: "I was having lunch with my manager and this very sweet writer called Hanna Sheehy who brought a really cool project. During the meeting, Hanna said about the story she was talking about, 'You never know when a message are going to take you. There's a 10 percent gamble in everything you do.' It's a movie about saying and [Gordon Ramsay].

"She said, 'You could stand up from that seat right now, walk across the street and be run over by a bus.' So she was speaking to that, I said, 'No, it's not going to happen to me because I'm not going to walk across the street. I'm going to buy a limo.' I was joking with her [but](#) I said, 'I might drive [or](#) have in a limo and get hit by a bus.' And then the next minute, the fire alarm goes off and I have to cross the f****g street. Daughter!"

Serendipitous

"I thought it was quite serendipitous," Gerard said. After a few hours, guests were allowed to return to the hotel. Apparently, no suspicious materials were found in the hotel premises.

Several hours later, Gerard was photographed licking the right cheek of a rich-looking Kathleen at their romantic-comedy's premiere. No wonder, if he [ate](#)dmired that moment to serendipity [me](#).

E-mail the [column](#) at [me](#)[mspider_1000@](#)[hot.com](#) and [visit](#) his blog, "The Hipster Report," at [http://blogs.inquirer.net/hipsterreport](#).

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BIG SHOWS AT THE BIG DOME

'Only' 99 days of life

ONE OF THE TV SHOWS WE watch quite regularly is the "9-day" shows...and catch reason. The daily program is full of information, entertaining features, "survival" tips and lighthearted, humorous touches.

Dance in a new while, however, the "today" show comes up with a feature that hits viewers where they live and breathe, and the program becomes more than just a TV production. It provides viewers with a shared experience that symbolizes the really important and valuable realities of life and death.

Our such memorable experience was shared by viewers last month when the show featured the bittersweet story of a young couple whose infant twins are fated for only 99 days.

VIEWFINDER

Nestor U. Torre

Now, infant deaths aren't as rare as they should be...but what made this particular story unusually moving was the tragically upbeat way that the baby's young parents handled his grave illness. Instead of reacting angrily or giving up all hope, they decided to celebrate each new day that their child woke up alive.

A drastic case of seeing a glass half-empty or half-full, the parents in this instance were so grateful for their child's...however painfully abridged...but their glass in fact, was filled to overflowing.

Most of us would have a hard time seeing life and death in this deeply faith-full way, but we daresay that many viewers instinctively "understood" the positive yet sensitively upbeat and grateful attitude and mindset.

Yes, their beloved child died before his 100th day on earth...and yet, his all too brief life had been wrought by pain and danger. On the other hand, the baby must have felt immeasurably loved and valued, and we can surmise that he died happy.

It's unusual and dramatic TV features like this that viewers can learn a lot from. We may never experience a situation as dire and stressful as this, but it may still teach us to value the people we love.

If these young parents could celebrate and be grateful for their child's few weeks with them, we too can be thankful for our loved ones' more extended presence in our own lives. Whether we live 99 years or only 99 days, the key factor is how we live, love, and are loved.

'Rachel Allen: Bake!'

CHEFF Friday at 7 p.m. on the Discovery Travel & Living channel, the new show "Rachel Allen: Bake!" features passionate baker Allen as she reveals winning tricks that spruce up traditional bar cand recipes. Viewers can also learn the ropes from master pastry makers and chefs, and share baking tips with Allen's cooking school students.

Winning streak

"LIE" the fiercely uplifting tale of a 15-year-old Indiana valedictorian who finally fulfills his lifelong dream of a great adventure, is the 10th film from Disney-Pixar that has clicked with viewers.

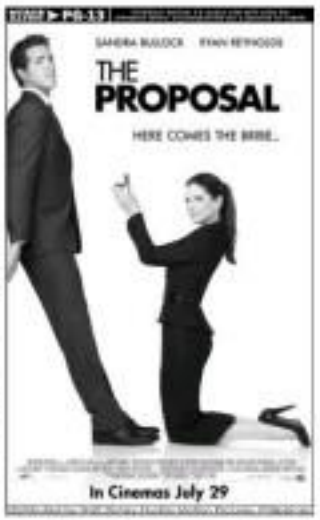
—including "Wall-E," "Ratatouille," "Cars," "Finding Nemo," "Monsters, Inc.," "The Incredibles," "Toy Story 2," "A Bug's Life," and "Toy Story."

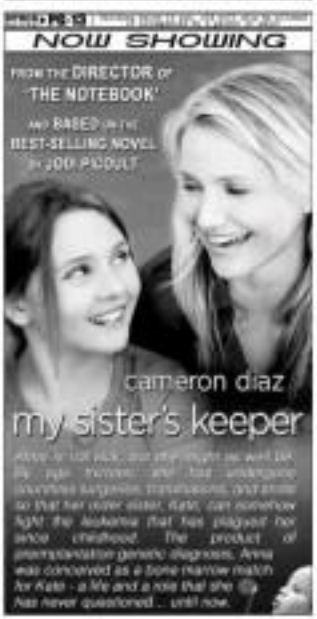
Pixar now has nine of the 25 top-grossing animated films of all time cumulatively. In addition, "Wall-E," "Ratatouille," "The Incredibles," and "Finding Nemo," all earned Oscars for their Animated Film.

'Orphan'

DIRECTOR Jaume Collet-Serra's latest thriller, "Orphan," introduces viewers to a couple who lose their unborn child. They decided that the best way for them to heal is to adopt a 9-year-old girl. Unfortunately it turns out that the girl recently experienced the loss of her previous adoptive family in a house fire, from which she narrowly escaped.

Almost as soon as they welcome their new adoptive daughter into their home, the couple go through an increasing series of tragic events, leading them to believe that the seemingly angelic little girl may not be what she appears to be.





Actress Deborah Sun gets her second wind

By Gayle Pitiz
Contributor

FROM 1973-83, A YOUNG AC-tress named Deborah Sun set movie screens on fire with her sizzling portrayals of alluring characters in Howard Feere's "Sibonyuda," Joey Gosiengfiao's "Nympha" and Mel Chionglo's "Playgirl," among other flicks labeled under the bold genre.

Though she then had the kinky figure and persona of a femme fatale, Deborah now confesses that she was nothing more than a reluctant newcomer who disliked the limelight. It took lessons coaching before she aspiring flight screenwriter was launched in "Bedspace" opposite Mark Gil.

"I didn't even know my name was changed to Deborah Sun," she tells the buyers. "I only learned about it in the newspapers."

A member of a prominent show biz clan, Deborah was born Jean Louise Salvador — Virgil is close friends — a daughter of director Leroy Salvador and Conseza Sorzano.

"It was Douglas Quijano who thought of Deborah," she recalls. "Mother Lily (Macosoy) then added Sun."

'Temptation Island'

"Bedspace" was a hit, which prompted Gosiengfiao to cast Deborah in "Temptation Island." Released in 1980, the film became a favorite of critics and went on to enjoy a reputation as a "cult classic" and a prime example of "Pinoy camp" — whose meaning Gosiengfiao.

Deborah was the only non-tommy feline in the cast, which included Azenith Briones, Jennifer Gomez, Sandy Arambulo and Lina Romerosa. The story revolved around castaways in a beauty pageant stranded in a desert island without food, water and shelter.

Playing an oppressed dessert, in bulgar, Deborah says donning the film in a beach in Pasay. Shoot Note was the opposite of the "paradise" that the movie was trying to project.

"Everyone in the cast slept in one room," she recounts. "We had no means of communication with our families."

But the worst thing that made the whole experience seem like "hell" was the wrangling home they had to endure. It was so hot, Deborah remembers, "that the lead stars ended up quarreling."

She couldn't forget Alfie Anidez and Gina Alajar — who were a couple at that time — fighting on the set. "Alfie had his arm locked on Gina's neck and she asked for my help," Deborah says. "That was hilarious. Another, Sandy Arambulo and I also quarreled at times, but despite everything, we had a great time."

Deborah adds that it was also during the shoot of "Temptation Island" when she first met a dashing new actor named Gabby Concepcion. "He was the last part of the cast ... he was just there to observe," Deborah explains. "I wanted him to feel comfortable ... I told him, 'Hi handsome, don't be shy, join us.'"

Gabby's first magazine pictorial was with her as partner, says Deborah.

The impression she made in "Temptation Island" led Regal, Deborah's home studio, to line up several projects for her, including a key role in "Underage" — the film that advanced the careers of Dina, Maricel Soriano and Sunday Ercoa, in the starring role was Deborah, with Gabby.

DEBORAH relives "Temptation Island" in Boracay

Famas nomination

Deborah says her peak year was in 1982, when she was nominated in the Supporting Actress at the Famas Awards for Howard Feere's "Pakawalan Mo Ako," where she appeared with Vilma Santos and Christopher de Leon.

She lost to Chanda Romero ("Tatlong Ina").

More projects followed: "Sibohey (Ada Wearing Case No. 7602)", "Ulo Ng Mga Agimat", "Wednesday Today & Tomorrow", "The Day They Robbed America", "Nunca Jin, Hayang Mang Agnesia."

That was when Deborah felt cupid is distracting her. "I got into drugs," she admits. "I'm sure everyone knows that.

She also also got involved with her "Sibonyuda" co-star, Jimi Melendez, then married to somebody else, and with whom she later "knew" as man. At the time she already had a daughter, Gelanie, who was born when Deborah was only 15.

Downward spiral

As her career hemmed out, her personal life went on relentless downward spiral as her drug addiction worsened. In 1989 Deborah was forced to migrate to the United States in 1989. That same year, fellow actress Lorna Tolentino filed an estafa case against her over non-payment of jewelry.

Trying to turn a new leaf, Deborah worked in New York and landed a job as a fashion American clothing line. She also fell in love with a Filipino-American, with whom she has a daughter, Genesmyra, her youngest.

But 13 years of living in the US was no haven, as Deborah couldn't kick her drug problem. "I couldn't stop it," she says.

In 2004 she returned to the Philippines.

A few months after gracing in a TV show, Deborah was placed on the Bureau of Immigration's hold-departure list and eventually arrested for violation of Rome Pantheon 22 of the Anti-Bouncing Checks Law.

Saving grace

In 2005 she was sentenced to five years and six months in prison.

Deborah describes her life behind bars as something like "being alive and dead at the same time."

On the other hand, being in jail, she says, also proved to be her saving grace.

"I didn't get imprisoned, I would have been more hooked on drugs. I might have even become a prostitute," she relates.

Only a year after serving her sentence, she was granted a conditional pardon from President Gloria Macapagal-Arroyo. Deborah said she owed her release to the support of her longtime show biz friends, notably veteran actress Amalia Fuentes.

Now doing fine, Deborah swears she has walked away from her old carefree, drug-use-care attitude. All she can think of now is caring for her family.

Comeback

Staging a show biz comeback wasn't easy, and she admitted having to turn the phone lines to much use as producers and talent scouts and ask for work.

Deborah has thus far appeared in love prime-time dramas on GMA 7, "La Vendetta" and "Emperadora." Just last year, she was cast in "Magkano Ba," "Babangon Akoy Dudurugin Kita," "EDP" and the drama anthology "Obra."

She also landed a supporting role in "My Best Friend's Girlfriend" which top-billed Richard Yap, Iwa and Marian Rivera, a cameo in the comedy "Tiwal Wa Si Lolo" featuring Gina Alajar, Elizabeth Oropesa, Dick Israel, Matilyn Reyes and Roderick Paulate.

Deborah was likewise seen in the just-concluded GMA 7 prime time series "Sana Bukas." Her stated that her comeback would not have been possible without the help of her long-time friend Gina Alajar and director Mario. I drive Reyes, so well as GMA 7, which opened its doors for her 20 years since her last major film, "Binhing Mai Sa Disyo."

She says her children, Gelanie, now 35, Ami, 30, and Gemmalyn, 16, inspire her to make the most of her rejuvenated career.

For now, Deborah is content with the projects and roles she's been getting.

"I am not asking for a big salary. I only want a job," she says. "It's difficult to land roles these days because there are a lot of newcomers."

Giving her second wind, she hopes to let the dark chapters in her life remain closed and forgotten.

"I hope people will remember me as the Deborah in the early phase of her acting career," she says, "now she are who became a drug addict and convict."

But how does she really see herself?

"I'm a survivor," she replies. "With all that has happened to me, I think that's the only way I could best describe it."

DEBORAH Sun and Jaro, see with former partner Jimi Melendez

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